der Dept

MID-WINTER INDEX NUMBER

JAN 1 2 1928

THE Publishers' Weekly

The American Book Trade Journal

VOL. CXIII NEW YORK, JANUARY 7, 1928 No. 1

He knows women . . .

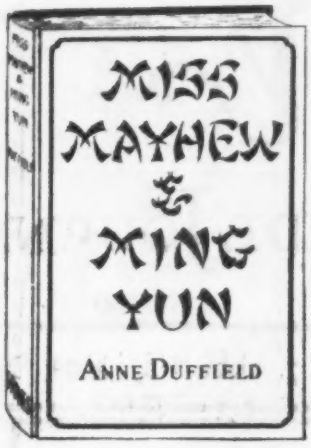
"This Booth Tarkington—he knows far too much about women!" said Sophie Kerr when she read *Claire Ambler*. Edna Ferber recently remarked, "He gives me the shivers, he is so uncannily wise. No man has any right to know so much about women." "He knows, oh how he knows women!" said Blanche Colton Williams. We know women, too—how to make and advertise a book they'll read—and men will read about them. Published January 9th—clarifying the American girl.

CLAIRE AMBLER

By BOOTH TARKINGTON

Doubleday, Doran *$2.50*

STOKES Starts the New Year With Three Good Novels



Just Published:

MISS MAYHEW AND MING YUN

By ANNE DUFFIELD

A new slant on east-and-west appears in this novel, shot through with all the gorgeous color and savor of Peking. A beautiful Manchu princess and a timid, lovable little English spinster are the chief characters. *Cloth, 12mo, net* $2.00.

To Be Published January 19:

THE FRENCH WIFE

By DOROTHY GRAHAM
Author of "Lotus of the Dusk"

A sparklingly sophisticated novel of an American girl who, at twenty-seven is a successful French wife. Her husband is killed, and then—the second choice, *French or American?* "A literary gem, quite perfect of its kind."—*Dr. Frederic Taber Cooper. Cloth, 12mo, net $2.00.*

To Be Published January 12:

THE SEA PANTHER

By RAYMOND McFARLAND

The Sea Panther, Black Harry, and the woman who was in love with both—in a bold and blood-stirring adventure tale of the taking of old Louisbourg. *Cloth, 12mo, net $2.00.*

FREDERICK A. STOKES COMPANY

443 4th Avenue **New York**

The Publishers' Weekly, January 7, 1928. Vol. CXIII. No. 1. Entered as second-class matter, June 1, 1879, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription, Zones 1-5, $5; Zones 6-8, $5.50; Foreign, $6; 15c. a copy. R. R. Bowker Co., 62 W. 45th St., New York. London Agent, D. H. Bond, 407 Bank Chambers, Chancery Lane.

OUTSTANDING 1928 BOOKS

DISRAELI

A Picture of the Victorian Age

By

ANDRÉ MAUROIS

(To Be Published February 1st)

The pile of clippings from American newspapers, commenting in expectation on M. Maurois' biography of the English statesman, Disraeli, is already large and every day adds new clippings to it. In short, this book is being anticipated as only a perfect successor to "Ariel: The Life of Shelley" could be.

Enthusiastic reviews come from such men as Frank Swinnerton who writes "A delightful work, adroit, charming and dramatic. It is a fairy tale—of the boy who became a prime minister in spite of it all."

Here is biography of the first rank. Be ready with stock for the publication day rush. Illustrated. $3.00.

Donald and Louise Peattie

UP COUNTRY

A romance of the Colonial South and the men and women who made the frontier. $2.00

Muriel Hine

THE SEVEN LOVERS

This popular author offers refreshingly original short stories. $2.00

James Warner Bellah

THE GODS OF YESTERDAY

Stories of aviators and life at the front, that are jammed full of action and suspense. $2.00

Foxhall Daingerfield

THE HOUSE ACROSS THE WAY

A house over which broods the goddess of mystery makes a perfect setting for this mystery yarn. $2.00

D. APPLETON AND COMPANY

35 West 32nd Street, New York

GOOD TO COME

PUTNAM BOOKS

In the Spring of 1928

A Book for Every Type of Reader

BIOGRAPHIES

DANTON, by *Hilaire Belloc*
GOETHE, by *Emil Ludwig*
LENIN AND GANDHI, by *René Fülop-Miller*

HISTORY

PRESIDENTIAL YEARS, by *Meade Minnigerode*
RENAISSANCE, by *Count Gobineau*
TRANSITION FROM ARISTOCRACY, by *Major O. F. Christie*

ADVENTURE

SKYWARD, by *Com. Richard E. Byrd*
SAFARI, by *Martin Johnson*

SCIENCE AND NATURE

SCIENCE TODAY, by *J. Arthur Thomson*
CONCERNING MAN'S ORIGIN, by *Sir Arthur Keith*
BIRDS OF THE OCEAN, by *W. B. Alexander*
MUSHROOMS, by *Wm. S. Thomas*
GEOLOGY OF MONGOLIA, by *Prof. C. M. Berkey*

ESSAYS

COMPANIONABLE BOOKS, by *Prof. G. S. Gordon*

DRAMA

JUDGMENT OF DOCTOR JOHNSON, by *G. K. Chesterton*
FOUR PLAYS, by *A. A. Milne*

MISCELLANEOUS

THE FAMILY IN THE MAKING, by *Mary Burt Messer*
THE BOOK OF THE HAND, by *Katharine St. Hil*

JUVENILE

PENNIE, by *Bertha* and *Ernest Cobb*

FICTION

THE STRANGER AT THE FEAST
By *George Agnew Chamberlain*
THE KING'S PASSPORT
By *H. Bedford-Jones*
THE RIVER PIRATE
By *Charles Francis Coe*
THE BLESSING OF PAN
By *Lord Dunsany*
CHILDREN OF THE FOG
By *Carmel Haden Guest*
BIRDS AROUND THE LIGHT
By *Jacob Paludan*
MEN ARE SO SELFISH!
By *Horace Annesley Vachell*
WHILE THE GODS GRINNED
By *John Hastings Turner*
WHEN DEAD MEN TELL TALES
By *John Goodwin*
PEGGY BY REQUEST
By *Ethel M. Dell*
DEW OF THE SEA
By *Horace Annesley Vachell*
GEORGIAN STORIES: 1927

G. P. PUTNAM'S SONS New York

For publication January Twenty

The Poor Gentleman

By Ian Hay

HE HAD PAID -- AND PAID DEARLY -- FOR HIS HIGH COURAGE · BUT NOT EVEN MISFORTUNE COULD TAME CAPTAIN BARRY SHERE NOR CURB HIS LOVE FOR THE HAZARDS OF ADVENTURE

$2.50 at all bookstores

HOUGHTON MIFFLIN COMPANY

The "Inside Story" of the Foreign Legion

COMING ✣ ✣ ✣ FEBRUARY 1st

BY

BENNETT J. DOTY

The LEGION of the DAMNED

READY FEBRUARY 1 ✣ ✣ ILLUSTRATED $3.00

THE CENTURY CO., Publishers of Enduring Books

from THE INNER SANCTUM *of* SIMON AND SCHUSTER

Publishers* 37 West 57th Street *New York

Going over 1927 The Sales Department (which at times goes in for heavy reminiscing) has been recalling the High Spots of the year. No, it wasn't the day when orders for 9,000 copies of *Trader Horn* came in. (Perhaps one of the reasons was that we couldn't fill all the orders.

What was really the high spot of the year for the Sales Department was the morning a letter arrived from SALETAN'S BOOK STORE on 76th Street saying they had seen an advance copy of *Mind Your P's and Q's*, and ordering 100 copies to begin with.

Big orders, of course, always carry their thrill, but the evidence of faith in a brand new book is always a bigger one. The Sales Department sends its greetings to SALETAN'S and thanks them for helping to start *Mind Your P's and Q's* on its best-seller career.

Does anyone wish a copy of the big Display Card for *Mind Your P's and Q's?* Send for it with your next reorder. At the same time we will be glad to send to you as many copies of the book on sale as outright. Here is one book that absolutely sells on sight. And the more there are on sight the more copies are sold.

What with the Spring and Traveling season coming on, we are grateful to this column for the low price (comparatively speaking) at which we may discuss our old friend, *France on Ten Words a Day*. Here are the figures. The book was published April, 1927. Sales to date are 4117 copies. We expect to sell 2000 copies in 1928. A few moments ago *The Inner Sanctum* had lunch with MR. PLACHT of THE BEACON BOOKSHOP, who happens to be a fellow enthusiast for *France on Ten Words a Day*. MR. PLACHT tells Your Correspondent that he sold 100 copies of the book in 1927, and hopes to sell even more in 1928.

Here is the latest news on TRADER HORN's new book, to be released on June 10th: The title is not as yet definitely decided upon. The manuscript is in the office. (We poignantly regret our pledge against superlatives.) WILLIAM MCFEE will write the introduction.

Part of the action in this new book takes place in America. Among other things, MR. MCFEE writes to *The Inner Sanctum:*

> "I have a mss. of T. Horn's here, a letter written to a friend of mine in Bridgeport. The old codger knows B'port better than I do! He got wrecked, if you please near Trenton, N. J., his boat, engined in B'port came through th Raritan Canal into the Susquehanna River en-route to Africa! He was in the Trenton Hospital (situated, he thoughtfully informs us ignoramuses) at Florence, N. J."

ALOYSIUS's first book is now, as the ad. writers like to have it, in its second hundred thousand. As a matter of fact, we have sold a little over 100,000 copies, 38,000 of them in the month of December.

The advertising for *Trader Horn* is being continued on as big a scale as before. And why not? *The Story of Philosophy* in it's first year sold 97,000 copiies and 91,000 copies in its second. We believe the advertising helped. Therefore watch the monthly magazines for full page ads—not only for *Trader Horn*, but also for *The Story of Philosophy*, now almost "in its third hundred thousand."

At the moment of writing the shipping department informs us that we are again out of stock on *Trader Horn*. A new edition (106th to 116th Thousand) is expected from the bindery on January 5. Paper has already been ordered for the 116th to 126th Thousand. To quote again from WILLIAM MCFEE's letter on ALFRED ALOYSIUS HORN, "it makes all the 'glad' school of fiction seem crepehangers."

A few days before Christmas *The Inner Sanctum* sent out a Holiday Greeting Card, in the form of a map. The mail this week has contained quite a few inquiries about these maps. There have been a few queries as to whether additional copies couldn't be bought.

No, there are none for sale. But *The Inner Sanctum* did print up a few extra copies, and while they last they will be sent gladly to any member of the bookselling trade desiring a copy. As the mail order ads say, there is no obligation involved. We're tickled to death to send them out.

ESSANDESS.

WE WISH THE BOOKSELLERS OF AMERICA A PROSPEROUS NEW YEAR

During 1928 we will publish an unusually fine list of books

For January

ONE OF CLEOPATRA'S NIGHTS

By Theophile Gautier

Introduction by Ernest Boyd

The stories composing this volume afford many excellent examples of that peculiar beauty of fancy and power of painting with words which made Gautier the most brilliant literary artist of his time. $2.00

YVETTE

By Guy de Maupassant

This is the latest volume of our uniform library edition of the works of Guy de Maupassant, containing ten of his short story masterpieces. $2.50

FLEMISH ART

By Roger Fry

The author, former curator of the Metropolitan Museum in New York, writes a critical survey of Flemish Art, beautifully illustrated with thirty-one plates. $3.50

3 Notable books that continue to sell irrespective of time or place.

JULIUS CAESAR *by* Victor Thaddeus $5.00
JOHN PAUL JONES *by* Phillips Russell $5.00
GREAT STORIES OF ALL NATIONS $5.00

Publishers BRENTANO'S New York

DOUBLEDAY, DORAN BOOKS

1928

VERY naturally many of our friends want to know what will be the result of the Doubleday, Doran merger ❖ The chief result—one of inestimable importance to the book seller and the public—is the establishment of a new imprint that must become the most significant and dominant the publishing world has yet known ❖ Why is this inevitable? Because

in the first place the Doubleday, Doran list contains more famous authors—more good books—more best-sellers—more distinguished fiction and non-fiction—than has ever before appeared under one publisher's imprint

Then, too, the new imprint will stand for style ❖ Doubleday, Doran books will be fashion leaders ❖ People nowadays demand good-looking books—they are satisfied only with the best ❖ The foremost designers and typographical experts, the most highly skilled workmen employing the painstaking care of the medieval craftsman as well as the efficiency of the present day, are already busy making Doubleday, Doran books the finest examples of the modern bookmaker's art

The modern pace is fast ❖ What were once superficial points are now of vital importance, and appearance is one of these ❖ The Doubleday, Doran imprint assures the book seller of brilliant selling jackets ❖ Famous advertising artists—men who specialize in catching the public's eye and winning the public's favor—have been commissioned to see that every Doubleday, Doran book wears a wrapper that makes its own display ❖ Gay colors and striking designs make each book as effective as a poster

Then there is the advertising ❖ Intensive newspaper and magazine campaigns will take the Doubleday, Doran imprint into every town in the United States ❖ And this advertising will not be restricted to best-sellers ❖ Large space will be given over to promoting the steady-selling non-fiction, the $3, $5, and $10 items that mean so much to the book-seller ❖ The newest ideas in successful advertising will back up every one of the splendid books on the Doubleday, Doran list

Of one thing in particular the book seller may be sure—The Doubleday, Doran imprint above all stands for the best meaning of that much abused word—cooperation ❖ Work is now under way on the most elaborate series of window displays, counter cards, posters, circulars, post cards, mats, etc., that have yet been offered to the trade

Remember, then, what the Doubleday, Doran imprint means to the book-seller ❖ Famous authors—good books beautifully made—strikingly displayed in colorful jackets—backed by consistent, comprehensive advertising of the most successful kind—and further backed by an elaborate dealer help system

Look over the following list of a few of the first Doubleday, Doran publications—and get ready for the rush

JANUARY 6th:

The Squealer, by Edgar Wallace

Colorado, by William MacLeod Raine

JANUARY 9th:

Claire Ambler, by Booth Tarkington

JANUARY 13th:

The Old Nick, by F. W. Bronson

Out of the Ruins, by Philip Gibbs

JANUARY 20th:

O. Henry Memorial Award Prize Stories of 1927

The Changing Road, by Harold McGrath

JANUARY 27th:

The Rampant Age, by Robert Carr

FEBRUARY 10th:

Wintersmoon, by Hugh Walpole

Proper Studies, by Aldous Huxley

FEBRUARY 24th:

Sergeant Eadie, by Leonard Nason

DOUBLEDAY DORAN BOOKS

E·P·DUTTON·&·COMPANY.
681·FIFTH·AVENUE
NEW·YORK.
ESTABLISHED·1852.

January 7, 1928.

To the Trade:

Between publisher and bookseller it is just as important and essential to have a close liaison as it was between the various branches of the army during the World War. In modern business, where everything is done on such a large scale, the dealer very often finds it difficult to keep up with the plans of the publisher and, through this loss of contact, loses both sales and profit.

The usual way to keep you in touch with what we are doing is by means of display advertising, with catch slogans and high power selling methods, publicity, and the publisher's personal representatives who call on you from time to time. For a change, and with the hope that the contact between this firm and yourselves may become a little closer and more personal, I shall attempt to tell you of our plans and hopes, and perhaps occasionally, our sorrows, in the form of an open letter. Not being a literary person with easy access to the right words and phrases at all times, this will be done in a very simple and direct way.

Our space is about gone, so for the moment just this:

CALL IT A DAY

the new Diana Patrick book and

THE WITNESS AT THE WINDOW

the new Barry detective-mystery, both published December 27, are our first two Spring books.

EDEN,

the new Murray Sheehan book, is our first big book of 1928. The men haven't had a chance to show most of you these three books. Your orders for these three books will therefore be filled at the salesmen's maximum discount if sent in by mail.

Very truly yours,

John Macrae Jr.

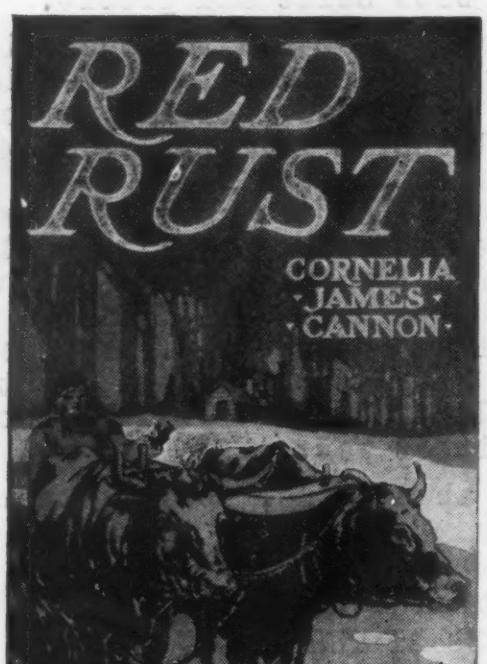
John Macrae, Jr.
Sales Manager.

It is Likely to be One of th

RED RUST

By

CORNELIA JAMES CANNON



Red Rust is a novel of elem tal people and thi classically simple theme and style, yet with trenchant po Its action—from beginning to end—is swift-moving drama of a slow-thinl people.

¶ The central character of the boo Matts Swenson, dream-touched son Swedish immigrant farmer in Minnes set apart from his neighbors by a vei gentleness, curiosity and humor. F his study of the habits and characteris of animals and plants he conceives idea of producing by selection a wh superior to that grown by the other farm The growing of this perfect wheat beco the major interest in Matts' life, but the has much to learn of human passions conflicts during his struggle with the fo of nature. There is an intense love th of unusual character and rare quality.

¶ Because of the uniqueness of its central motif—the absorption of a in a struggle toward a scientific achievement which is to be of tremen importance; because of the fresh interest aroused by a pioneer woman's and effective handling of a breathless situation that threatens to wreck happiness of herself and all whom she loves; and because it is a first no RED RUST will appeal to many readers who might otherwise feel that it "just another 'back-to-the-farm' story."

"An Atlantic Monthly Press Publ

Boston LITTLE, BROW

onspicuous Successes of 1928!

RED RUST

By

CORNELIA JAMES CANNON

lready a number of persons whose judgment on books is looked for nd respected by a host of American readers of fiction have expressed their hearty ommendation of RED RUST:

Isabel Paterson writes: "I read Mrs. annon's 'Red Rust' with uncommon easure. It is a sound fine novel. It has p and substance in it. These pioneers e real people; their hopes and hardships e sympathetically understood. It is free sentimentality and affected optimism."

Martha Ostenso writes: " 'Red Rust' arved and I read it at once. There was mething even in the cover of the book at made me eager to get into it. And I asn't disappointed. I could scarcely conin myself until I discovered how Mrs. nsen would handle the problem that was reatening. She did it superbly. The nplicity and honesty of the style is odd—and striking. Thank you, indeed!"

Elmer Davis, in his column "Books and Other Things" in the *New York rald Tribune,* recently wrote of the approaching publication of 'Red Rust' connection with remarks on the raw material of epic literature in the andinavian race, and added: "What is more, Mrs. Cannon has made eresting something that ought to be interesting, but in fiction is likely to dull—a feat of creative research. Put this book down on your calendar; is worth waiting for."

on." Ready February 8. $2.50

ND COMPANY *Publishers*

A book that is still making history

SORRELL AND SON BY WARWICK DEEPING

I PUBLISHED Warwick Deeping's SORRELL AND SON February 19th, 1926. By July 1st it had sold 16,743 copies. During the last six months of 1926 it sold 55,575 more copies, making a total of 72,318. In 1927, up to December 25th, it sold 61,512 additional copies, bringing the grand total to 133,830 for this remarkable novel.

It was inevitable that a book which had made such an appeal to popular favor should be sought after by the moving-picture interests. A very beautiful and successful movie, produced by Herbert Brenon (director of "Beau Geste") for the United Artists, recently opened in New York.

To celebrate the second anniversary of the first American publication of SORRELL AND SON and its release in the form of a screen production, Messrs. Grosset & Dunlap on February 15th will publish in a first printing of 50,000 copies a special motion-picture edition of this novel to sell at seventy-five cents. I confidently believe that, with the acceleration given it by the widespread release of the movie and by the popular-priced edition, SORRELL AND SON will sell enormously for a number of years to come, and that it should be by no means impossible, with a continuation of the fine sort of coöperation I have had from the trade, to dispose of half a million copies during the next few years.

Meanwhile I shall not reprint our regular $2.50 and $5.00 (fine flexible morocco) editions from the original plates, but am resetting the book in a new and much improved format (but retaining the familiar and popular

730 Fifth Ave. BORZOI BOOKS *New York*

A book that is still making history

SORRELL AND SON BY WARWICK DEEPING

wrapper; the Grosset & Dunlap edition will have a special wrapper of its own), to retail at the original price, $2.50.

It might be supposed that the appearance of a seventy-five-cent edition would have a slight adverse effect upon the demand you are continuing to enjoy for the regular $2.50 edition. This, I feel certain, will be largely offset by the new and improved edition which I shall make available for you. Then, too, the sales efforts of Messrs. Grosset & Dunlap with their edition will naturally be concentrated in quarters otherwise touched but lightly. However, the enormous distribution which they will make for this first Deeping novel to an entirely new market (the seventy-five-cent market) is bound to stimulate decidedly the sale of Deeping's two more recent books—DOOMSDAY, which during ten months in 1927 sold 67,423 copies, and KITTY, which in less than three months' time has reached the remarkable total of 80,559 copies.

I feel that we are here concerned with the development of what is going to be one of the biggest literary properties of our time, both for the retail bookseller and for ourselves. It is with this development in mind that I place before you the foregoing data.

I am most gratified by the fact that the entire sale of the Deeping novels in this country has thus far been effected through the regular channels of the book trade.

Alfred A. Knopf

730 Fifth Ave. BORZOI BOOKS *New York*

SORRELL AND SON BY WARWICK DEEPING

BOOKS *and* OTHER THINGS

By EL

* * *

With which pastoral admonitions I relinquish this column into the slim but steely hands of Mrs. Isabel Paterson, than whom no one performs with more distinction the proper, if too frequently neglected, critical function of applauding virtue and reprobating vice. I have learned from three months' experience what, I suppose, a person of insight might have discerned in advance—that a fiction writer may occasionally review a book, or a book reviewer may occasionally write fiction, but that to be simultaneously preoccupied with the reviewing of other people's books and the writing of my own is for me at least impossible, so long as there are only three dimensions in the universe and twenty-four hours in the day. Conceivably criticism is, at the moment, a more useful function; none the less, I surrender this platform of opinion to my distinguished colleague, with the parting prayer that she may find merit in the novel which I shall offer for her (I hope) entertainment next fall.

Elmer Davis in "Books and Other Things", New York Herald Tribune December 30.

Isabel Paterson,

a member of the staff of "Books", New York Herald Tribune s weekly book review, will take over the Herald Tribune's twice-a-week column of comment and review—"Books and Other Things"—upon Mr. Davis' retirement to write a novel.

Isabel Paterson's "Turns with a Bookworm", in "Books" has won her many followers. As Elmer Davis writes in his last column "No one performs with more distinction the proper, if too frequently neglected, critical function of applauding virtue and reprobating vice."

Follow Isabel Paterson in "Books and Other Things" Tuesdays and Fridays in the

NEW YORK

Herald Tribune

Recent and Forthcoming Books

PRUNES AND PRISM

By Charles Hall Grandgent

Dealers who remember the unusual success of Professor Grandgent's "Getting a Laugh" two years ago, will welcome this new book of essays from his pen. He undoubtedly ranks among the leading essayists of America, with an audience among the general public that is fully as eager for his work as are the Harvard men who are personally familiar with his genial observation of life and his inexhaustible fund of good anecdotes. "Prunes and Prism" will be extensively advertised in the national magazines. Ready January 21. $2.50.

The Mental Health of the Child

By Dr. Douglas A. Thom

This new volume of the Harvard Health Talks series will find an immediate market among parents, teachers, social workers, and physicians. The author gives simple, clear, sensible suggestions to parents regarding the mental and emotional development of children during early youth. $1.00.

Delusion and Belief

By Dr. C. Macfie Campbell

"It is hoped that the book will find wide circulation, as it is pregnant with excellent ideas and contains invaluable information."—*Long Island Medical Journal.* "It is full of illuminating, wonderfully varied material."—*American Journal of Public Health.* Second impression. $1.50.

Psychotherapy

By Dr. E. Wyllys Taylor

Traces the development of psychotherapy from the beliefs of primitive men in evil spirits to the present day conception of treatment by bringing to the conscious mind facts that have been hidden in the unconscious or subconscious mind. Harvard Health Talks, volume 14. $1.00.

A Present-Day Conception of Mental Disorders

By Dr. C. Macfie Campbell

"What everybody ought to know about mental disorders."—*Mental Hygiene Bulletin.* "The book is small and written in an easy and pleasing style. It is well worth the time it takes to read it and the price it costs to own it."—*Clinical Medicine.* Harvard Health Talks, volume 12. $1.00.

Early Florentine Architecture and Decoration

By Edgar W. Anthony

The early mediaeval architecture of Florence, of which the Baptistery and the church of San Miniato are the most important examples, is a very special development and distinct in many ways from the contemporary architecture of other principal Tuscan centers. To it Mr. Anthony has devoted this monograph which, both in text and illustration, will be found of more than passing value to the tourist, the general reader, the architect, and the student of the Fine Arts. Eighty-two full page illustrations. Bibliography. $5.00 a copy.

HARVARD UNIVERSITY PRESS

21 Randall Hall Cambridge, Massachusetts

THE MOST inconsistent mind of the world war has written a book vividly brilliant, with the style of a master writer.

The scream of the smashing shell.
His slide into the crater in the making.
The awakening in a hospital months later —who are you?
Some things about hospitals and the Veterans Bureau you won't believe.

JERRY TARBOT

THE LIVING UNKNOWN SOLDIER

HIS BOOK

Jerry and his picture have had front page space in all newspapers for years. Everybody knows something about him.

EVERYBODY WILL WANT HIS STORY!

Price $2.00

Order through your jobber or direct at regular trade discounts

TYLER PUBLISHING COMPANY
410 East 32nd Street New York

HANDS UP!

PALMISTRY *for* PASTIME

CAPINI VEQUIN

If You Have Hands You Will See

The Nation-Wide Sales Chance for

HANDS UP!

By CAPINI VEQUIN

Is the hand long, short, white, red? Are the finger-nails ridged, long and oval, broader than long? Do the fingers curve over the palm when relaxed? You put down the numbers only, and when you have answered all the questions, turn to the Key and see your character disconcertingly revealed in the answers, number by number.

Read your own palm! Try it on your staff! No rules to learn. Easy and absorbing. *For everybody with hands.* The ideal book for parties, for rainy days at camp, for travelers, or for anybody anywhere who wants an absorbing pastime.

The first jobber to see it ordered 2500 copies. Two printings before publication. Order NOW.

FREDERICK A. STOKES COMPANY

443 4th Avenue New York

EARLY 1928 FICTION

By MAY EDGINTON

Author of "The Peach's Progress"

THE JOY GIRL

A delightful story of a girl who knew what she wanted and got it.

$2.00

An above-average Detective Story

SPIDERWEB CLUES

By PAUL THORNE

An unusually mysterious murder figures in this absorbing Chicago tale.

$2.00

THE PENN PUBLISHING COMPANY
PHILADELPHIA

ABINGDON

THE HEIGHTS OF CHRISTIAN UNITY

By Doremus A. Hayes

The hope of a united church is increasingly active and ardent throughout the world. Professor Hayes, in this vigorous and broad-minded discussion, stimulates that hope, helps it forward, and registers his vote and voice for unity where now are fatal divergence and resulting hostility.

Net, $1.75

PARENTHOOD AND THE CHARACTER TRAINING OF CHILDREN

By Thomas Walton Galloway

A timely book for parents, which offers a suggestive, detailed, scientific and practical study of home life and the training of children. "It steers clear of the sentimental gush that has so often characterized books on the home and the responsibilities of parenthood."

Net, $1.00; by mail, $1.10

THE PHILOSOPHY OF PERSONALISM

A Study in the Metaphysics of Religion

By Albert C. Knudson

An important contribution to systematic philosophy in general and to the philosophy of religion. It gives a comprehensive account of the theistic or the personalistic world-view in the light of its historical development and in the light of contemporary philosophy. In the opinion of competent critics the book is the standard work on the subject with which it deals.

Net, $3.50

PROHIBITION IN OUTLINE

By F. Ernest Johnson and Harry S. Warner

What are the facts regarding the present state of Prohibition in this country? The authors have maintained an open-minded attitude and have set down their findings without prejudice. What they offer as the substance of their study of this vast economic and sociological matter is entitled to careful consideration. The volume has been prepared in consultation with the executive officers of The Scientific Temperance Federation, The World League Against Alcoholism, and the Anti-Saloon League of America.

Net, 75 cents; by mail, 82 cents

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HARCOURT, BRACE & COMPANY
NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 7, 1928

Two Experimental Bookshops

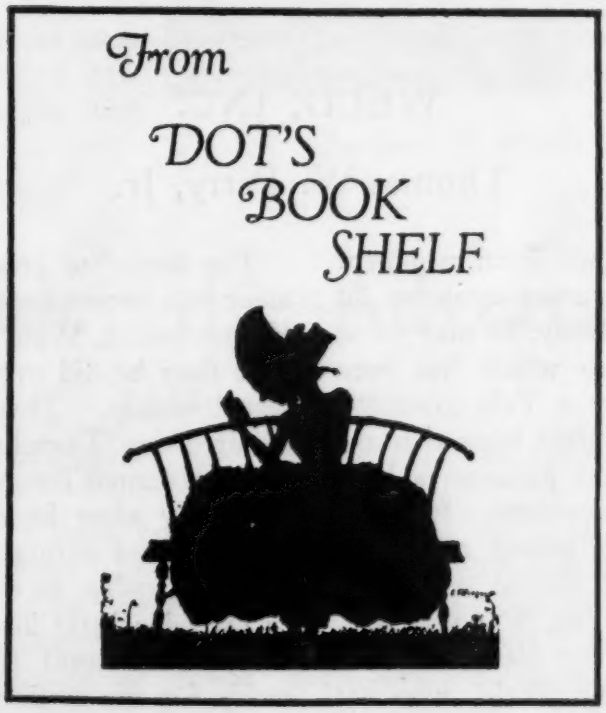
Dot's Book Shelf in Charlotte, N. C., and Weld's, Inc. in St. Louis, Are Interesting Experiments

I

THE VILLAGE BOOK SHOP

Dorothy Knox

I HAVE an idea for "stimulating the sale of books" that is worth something to the wholesale and retail bookseller, but being a kind of semi-pro in a very small league, I'm afraid I can't get it across. But I know it's good.



I'm not sure whether the professionals in the book game know how many amateurs are breaking in, and making from $600 to $1600 a year with little effort and less time. In every community there is some girl who "knows everybody," has plenty of pep and personality, is interested in books, eager to earn a few dollars, and yet not willing to give up all her fun, athletics, and society for an "all time job."

And consequently in small towns and summer resorts which do not boast either an up-to-date bookstore or public library, these girls are starting circulating libraries and bookshops either for the Junior League, their church circle, or themselves, which are called by various names, tho' "The Village Book Shop" seems to be the favorite.

Sometimes these are Book and Tea Shops, sometimes Book and Gift Shops, sometimes for books alone. Frequently they have space in a hotel, some other store, a gaily painted shack converted from a toolhouse left after construction, or else they are run in private homes, which entirely eliminates overhead—rent, light, heat, etc.

Which is the way my shop is run. I've been going a year and started on a capital of $100. I'm in a small town, and running in competition with an excellent public library, and two up-to-date book-

stores, but I am catering to a small clientage of wealthy people who would rather come here, have me advise them what books to read, and get clean, fresh volumes, than to scratch around for themselves among the germy, manhandled tomes of the larger libraries.

I charge $2.50 a year membership to my circulating library, 5 cents a day, or 25 cents a week rent on the novels and biographies, take orders for books and magazines, and carry a very small stock of children's books, and volumes suitable for birthdays, going away gifts, and bridge prizes. My hours are from 2 to 6 and the rest of the day I hit the trail. In the 4 hours per day that I "keep shop," I read the book-reviews, order my books, carry on a voluminous correspondence, and give advice to booksellers! And I'm making money.

Now the Big Idea is this. Why can't the bookstores in the large cities establish these Village Book Shops in say 10 small towns or summer resorts around them. (A circulating library at a summer-resort is always a paying proposition to the book-trade, for a good book once read is often bought and sometimes two or three copies are given away.)

Eliminate all overhead by having the library in a private home, do the advertising as I do by personal notes, pay the girl $50 a month to run it, (good pay for a half time job), get the books at the same time the stock is purchased for the big store, thereby getting a larger discount on quantity, and the bookstore that finances the enterprise getting all gate-receipts above the $50 a month salary. It could all come under advertising expenses, would reach a greater number of people, and bring definite results.

Even if each shop only cleared $100 a month, that is $50 profit for the bookstore, or $500 per month on 10 shops, $6,000 a year additional business.

Now I don't know a thing about Big Business, but is an extra $6000 a year sneezed at in this day and time?

II

WELD, INC.

Thomas W. Parry, Jr.

IF one wishes to engage in an argument as to the comparative qualities of Dickens and Thackeray, he may do so in the unique bookshop which has been opened in St. Louis by a Yale graduate. And there will be no subtle hints that the Dickens enthusiast might purchase a book on the subject to his advantage. He may, however, be handed a musty old book, shown an easy chair and invited to read for half an hour, or half a day, if he wishes.

That is the predominant idea behind the bookshop of William G. Weld, who has been out of Yale for four years, and who gave up his job in a steel foundry to open the bookstore. If the idea takes shape a gap will have been filled in downtown St. Louis, for not since the days of the old Shakespeare Head and Miner's have St. Louisans been provided with a place where they might lazily thumb the crisp pages of a musty volume and champion the work of their pet authors.

The desire to create such an establishment was born in an old bookshop in New Haven, where, Weld admits, he spent more time than he did over test tubes or in the school library. Then, he adds, he always admired the "Traveling Parnasus" of Morley's "Haunted Bookshop."

Shortly after he matriculated at Yale, Weld started selling bonds, but soon tiring of salesmanship, he quit. It happened that he owned a little interest in the steel concern, so he went to work making sand molds for the castings—"a primitive form of sculpture," he calls it. Graduating from that to the responsibility of pouring manganese and other steel ingredients into a cupola, he became adept at that art and then there was nothing left for him except the selling game. "So," he relates, "I quit."

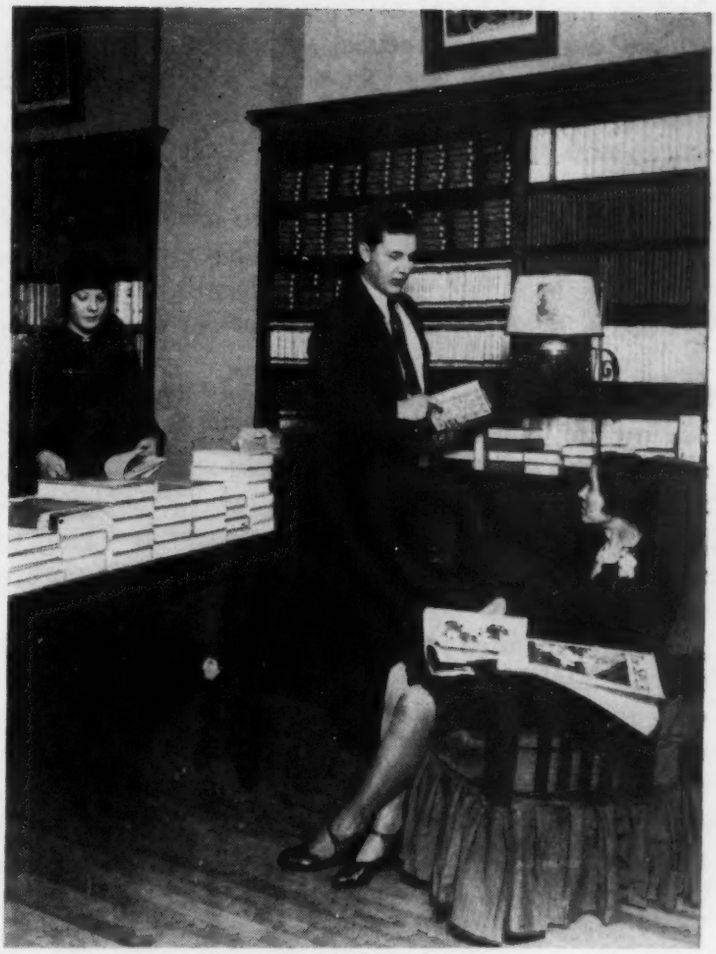
In the bookshop, he insists, there will be little overt and obstreperous salesmanship.

"That easy chair in the corner," he said,

pointing to a low swung chair, with well-padded arms and foot rest, "is our most important piece of furniture. We're going to have more like it as we go along. We are not aiming at a mere store to sell books, but a sort of library where you can, if you wish, buy a book.

"Anyone who has some reference to look up or wants to take a look at a book—a good long look—an hour look—can come in here and make himself comfortable. That's the old idea of a bookshop, and the old ones used to have a daily gathering of local 'great minds,' or, at least, great talkers. We hope to attract a sufficient number of steady visitors, so that a good argument may be had at any time.

"Do you remember the old Shakespeare Head, and Miner's, when Dr. Snider and the rest used to drop in there? There's a gap left in downtown St. Louis that we mean to fill."



Interior of Weld's Bookshop

Consider the Advertising

Philip G. Wylie

Advertising Manager of the Cosmopolitan Book Corporation

ABOUT a year ago I came into the book publishing business with all the blythe confidence of an advertising man who has reckoned in national accounts, class advertising and counsels on public relations. My tongue, equipped with those phrases plus a belief in their efficacy, was more than ready to express criticism of book advertising. It was too conservative. It was ten, twenty, fifty years behind its date. It did not sell books for those reasons.

In a year I have learned a great deal about book advertising and I still have a greater deal to learn. My belief in advertising is intact. But advertising for a publisher is not the same thing as advertising for a cigarette manufacturer, a national baker, or an automobile maker.

Certain facts that I do not believe have been completely articulated and analyzed were more apparent to me because of my recent arrival in the field than to the puzzled and grizzled old timer. Most important of them is the change in public taste.

Twenty years ago a man or a woman bought a book for entertainment. It was the hey-day of the plotted, semi-sentimental novel. The western, north-western and south-western "out-door" story consistently ran into the tens and fifties of thousands. The mystery story was gaining ground.

And no one had heard of "realism," "modernity," and no one expected a serious non-fiction book on an abstract subject to become a best seller over night. To-day the sentimental story and the tale of the cow puncher are not the top titles on all best seller lists, and such stories seem to have a decreasing retinue of readers. The mystery story, because it is a unique form and because it is better to read than to see on the screen, has a steady following. The latter reason is the nub of my argument. Meanwhile books of disillusionment sell everywhere, and non-fiction competes successfully with fiction.

Beyond a doubt the motion picture is responsible. A little thought will show that fact. Nine out of every ten motion pictures distributed in the United States today fall into the class of the books that once were the only expression of romance of that kind. They are "western" films with tall noble men who save beautiful women from dire peril figuring as heroes. Or else they are sentimental picturizations of the poor but honest girl who married the son of the Wall Street banker in the end—in other words, types of the best sellers of twenty years ago.

There will always be a public for that conception—a public to follow it in print. But it is easier to pay fifty cents or less for a motion picture than two dollars for a book, to see the story in pictures than to create pictures from words, to accomplish the same entertainment satisfaction in two hours than in two nights or two weeks. What I call the romantic trend, then, found a new outlet.

But there is always a growing public for books. More and more people know how to read, know how to read with an increasing intelligence. Consequently the American book-buying public has gone ahead one step. Increasingly it is reading to learn, to improve itself, and for a reason as old as human nature, to impress itself with itself.

It has been pointed out but cannot be said too often, every book published, even by a known author, is *an entirely new product*. Suppose a manufacturer of automobiles wishes to introduce a new car. His model has not been seen, it has not been tried out, its good and bad points are not known. He spends a million or two million dollars to tell the public what he has produced before he expects returns. Of course, an automobile is more costly than a book. But the same thing is true of a box of cigarettes, which cost far less than a book.

Nevertheless, there are still plenty of people — authors, publishers, advertising men, laymen—who say, "Publisher's advertising is a joke." If I answered them, "Well, this year we are launching a new tire, a new perfume, two new brands of chewing gum, a patent device for refrigerating ice, a new player piano, and a new kind of furniture—all on a budget of ten (or even a hundred) thousand dollars, they would stare at me with an expression not complimentary to my intelligence. But that is what every publisher is doing—or trying to do.

Books, like everything else that is sold, are a commodity. Because every advertisement for a new book is an advertisement for a new product it is the most widely read of all advertising. No manufacturer can gamble on every new product and expect to win. He succeeds in perhaps one per cent of his attempts. Bankruptcy records will bear me out. Of course the publisher is conservative. And his conservatism has kept him somewhat behind modern advertising methods. He must work on a smaller scale. But a comparison of newspapers over a period of twenty years will show clearly the steps he has made; the difference in his policy and presentation as caused by a demand for different books.

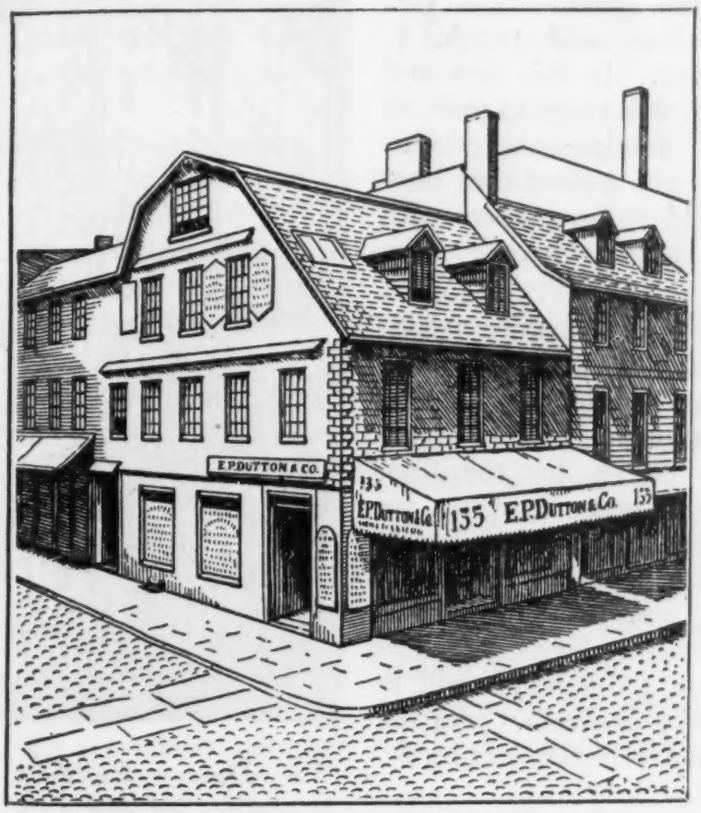
Is it hopeless, then, for him to compete with bigger industries? Not by any means! He has specialized his business, his advertising. See the scope and imagination in the fall and holiday campaigns.

The general brunt of the responsibility for turning all the promotion into sales falls on the dealer, who is gradually realizing that the publisher creates for him, advertises for him, looks ahead for him. He is just awaking to the fact that he is the big factor in a highly specialized business, that he must make every possible attempt to use his wide facilities for merchandising and thereby to increase the total business of the industry.

The House of Dutton

Celebrating 75 Years of Activity Dutton Has Published a History of the Firm and Its Members

THE year 1927 has seen the completion of seventy-five years in the history of the house of Dutton, and the firm has celebrated this by issuing an illustrated chronicle. The volume records the growth of a typically American institution, a great publishing house which has drawn its strength from the best soil of America and spread out into one direction after another with splendid vitality. Mr. Dutton's seventy-one years' activity in the field was probably without precedent in our annals, and he saw the business grow from one room on the second floor in Boston to its splendid quarters in the very newest fashionable business center of New York City.



Dutton at the Old Corner, Boston

Mr. Dutton, tho New Hampshire born, was educated in Boston, and in 1852 at the age of twenty-one, formed a partnership with Lemuel Ide, a Boston author and teacher, who had just taken over the established schoolbook and map business of William B. Fowle. Ide & Dutton had one small room in Washington Street, but the strength of the firm soon showed itself, and they took over Boston's only church bookstore, that of Charles Simpson, which was on the ground floor at the same address, and thus established connections with the Episcopal Church which gave them an important standing and influence. Soon they branched out into publishing, their first volume being Horace Mann's collection of "Lectures on Education."

Mr. Dutton's desire to expand the business led him to take over Mr. Ide's interest in 1858, when the name of E. P. Dutton & Company was first written on the sign, and in 1864, in the middle of the war, he made the bold move of raising money to buy out the most famous of Boston bookstores, Ticknor & Fields, the Old Corner Bookstore at the corner of Washington and School Streets. He then took into partnership Charles A. Clapp, head salesman of the Ticknor business, a bookseller of outstanding ability, son of a bookseller who had early training with the old Boston firm of Crosby & Nichols. Retail trade rapidly increasing under Mr. Clapp's management, Mr. Dutton carried out his ambition to enlarge the firm's publishing program going further into the field of religious books. This head start was augmented by buying the stock and good will of Stanford & Swords of New York and part of the list of Daniel Dana, Jr.

This happened at the time when the cen-

ter of publishing was shifting from Boston to New York, and soon the firm recognized this tendency by making a contract with the Church Book Society of New York to manufacture all its books on royalty, taking over the stock, good will and premises of the General Episcopal Sunday School Union at 762 Broadway. When this lease ran out, it had the opportunity of taking over the New York branch of James R. Osgood & Company of Boston at the fine location of 713 Broadway, corner of Washington Place, where it stayed for thirteen years. When it first moved to the Broadway and Washington location The Old Corner Bookstore was sold to A. I. Williams & Company. In this new and commodious plant it was ready to push its two leading lines of publications, religious books and juveniles, and a short time later entered into the field of best sellers with the very dramatic success, Farrar's "Life of Christ."

One of the firm's young salesmen was E. C. Swayne, who developed a genius for forecasting trade interest in book buying, and, after an outstanding success in developing the sales outlets for the firm, went to London and was responsible for the firm's close association with Ernest Nister, color printing publisher of Nuremberg, Germany. From this source came the famous line of picture books, calendars and Christmas cards, a line which will be remembered by every bookseller who did business in this country in the decades before the war.

It was in 1882 when West 23rd Street was New York's farthest north that Mr. Dutton made another bold move in establishing himself there and equipping a store which ran from 23rd to 24th Street, considered the most beautiful bookstore in America. Here the retail department was enlarged to include stationery and art goods, this in charge of Charles A. Burkhardt, beloved figure in American book-trade history, founder and first secretary of the New York Booksellers' League, one of the first organizers of the Booksellers' and Stationers' Provident Association, and now Honorary Fellow of the American Booksellers' Association. Mr. Burkhardt made Dutton's the fashionable center of New York, and to him for stationery came Ward McAllister, arbiter of the tastes of New York's "four hundred."

At the same time, a young southerner from Virginia, John Macrae, joined the business, and New England and the South made a happy combination. In 1890 the

The Dutton Building on Fifth Avenue between 53rd and 54th Streets which provides offices for the publishing end of the business and an excellent retail store

firm suffered a serious blow in the death of Mr. Swayne, and the organization was enlarged by the addition to the firm of Joseph Ascher Smith, son-in-law of Mr. Clapp, who left the field of stock brokerage to become a bookman. His financial and organizing ability increased the efficiency and smooth working of the business, and in the meantime the European associations of the firm were gradually placed in Mr. Macrae's competent hands, so that not only was the business of Nuremberg enlarged, but famous friendships were established

with the substantial English publishing houses.

In 1899 George D. Dutton, nephew of the head of the business, entered the firm and became connected with its financial management, and in 1900 John Macrae was admitted to partnership. The firm's great loss in 1901 was the death of Mr. Clapp, and the business was then incorporated with Mr. Smith as vice-president, Mr. Macrae as secretary, (shortly after Mr. Macrae became vice-president); George D. Dutton, secretary; and Charles Burkhardt assistant secretary. At this time Cass Richardson, one of the retail salesmen, organized the old and rare book department and for this purpose made yearly trips abroad.

A still more important step and one of vast import to the firm's imprint was the connection, formed thru Mr. Macrae's effort, of a working association with J. M. Dent & Son, of London, then principally known as publishers of the Temple Shakespeare and other series of classics. With Dutton's usual boldness, they did not hesitate to help underwrite the great project of the *Everyman's Library,* the dream of Mr. Dent's great publishing career, and an enterprise that has, in its twenty-odd years, shown vast development and usefulness.

In 1906, Henry Clapp Smith, grandson of Mr. Dutton's first partner, left banking to join the firm and showed the same capacity as his father and grandfather for this type of enterprise. In 1909 he was elected secretary of the company and shortly afterward became general manager of the retail business.

It was in 1911 that the company moved, leaving 23rd Street, going to the very farthest limit of retail business, 681 Fifth Avenue, where the beautiful house of Vice President Morton was torn down to make room for a tall building, of which Dutton's took the basement and three floors, moving their wholesale and shipping to West 37th Street. Two new departments were added to the business, that of foreign books and of educational books, to the latter being added the business of Thompson-Brown Company, of Indianapolis.

Mr. Dutton died September 6th, 1923, having, at the age of ninety-two, completed seventy-one years of active connection with the business. John Macrae was elected president of the firm and treasurer, and Henry Clapp Smith vice-president and secretary, Charles A. Burkhardt remaining assistant secretary. The Dutton interests were left in charge of Mr. Macrae and Mr. Smith as trustees, and Grenville Clark, partner of Elihu Root, was elected to the Board of Directors. To the organization have been added two sons of Mr. Macrae, John Macrae, Jr., active in general promotion and sales work of the publishing department, and Elliot Macrae, connected with the editorial, technical, financial and manufacturing end.

THE Publishers' Weekly
The American Book Trade Journal
Founded by F. Leypoldt
EDITORS
R. R. Bowker F. G. Melcher
62 W. 45th St., New York City

Subscription, Zones 1-5 $5; Zones 6-8 $5.50; Foreign $6
15 cents a copy

January 7, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

A Book for the Bookseller

AS a volume which is full of suggestions for new activity and one which will enlarge the bookseller's horizon, we recommend Dorothy Canfield Fisher's new book, "Why Stop Learning?" If the bookstores are to extend their function as educational centers in the cities of the country, they need to understand all the movements going on around them, movements that very directly affect the demand for books and affect the character of the public's reading.

Mrs. Fisher was asked by the Carnegie Corporation, whose professional investigators have been studying the area of adult education, to study this whole movement and its background and to make some report that would interpret it to the country as a whole. No wiser choice could have been made, as Mrs. Fisher was brought up in the atmosphere of small and large colleges and has herself written important books on education. Besides this, she has her own intuitive understanding of American people and their interests and can make facts of educational progress human and significant.

Her book first endeavors to interpret the whole idea of mass education. "Democracy," it says, "begins to see that its best minds, not merely the well intentioned, should be in charge of its foundations and defenses." "Democracy can last on one condition: that it solve the problem of getting everybody in the democracy educated. . ." "With hardly an exception, the national attempt towards education has concentrated itself upon the minds of our youth, and yet everybody knows that the only material that can be shaped by real education is a grown-up personality." "What we have never understood clearly is that schooling for children is of little value if the children, on growing up, do not use their schooling to get themselves an education. . . ." "There has been a watertight partition between education and real life. The next battle in the campaign of democracy is going to rage around the question of the possibility and advisability of general education for the majority of grown-ups."

From such a platform Mrs. Fisher goes on to study the various agencies that work for the education of grown-ups. First, the correspondence schools doing $70,000,000 worth of business a year. They came early into the field and have now 2,000,000 students enrolled, "four times the number of all the students enrolled in the colleges, universities and professional schools of the country." This is a field that is led and also misled. Then, the free public libraries, a movement so young that many of the pioneers of the idea are still living and active in the profession. "Fervor tempered by intelligence—that has been the secret of the library growth." "Whatever librarians say as to the theory of their job, their working hypothesis is that if the habit of reading can be established, ordinary folks or some of them, or perhaps their children will little by little climb up the slope towards good books"; Women's Clubs, that unchronicled but amazing growth which is changing the political and social aspects of our country, is treated in a notable chapter. As a field of education it has always been neglected by professional educators, but the clubs have gone on from strength to strength and they deserve this new interpretation by one who has contact with them; then comes the chapter on the Parent-Teacher Association; a chapter on Ly-

ceums and Chautauquas; on University Extension; Workers' Education; Museums; and other miscellaneous groups.

The volume will give a year of inspiration to those who handle books, and the world of books—librarians, publishers, booksellers—owes a debt to Dorothy Canfield Fisher for giving so notable an interpretation of the movements around us.

Cut Price Sales

"WE are frankly of the opinion," says an editorial in the *Dry Goods Economist,* "that no business is being built on a sound basis where the dominant idea in the merchant's mind is to increase his profits simply by buying merchandise at a lower price than his competitors. Value and service are the real fundamentals of the retail business, and the men who have built the great retail institutions of America would be the first to indorse that statement. We think it would be an excellent idea if every merchant in America would take the time to study carefully the stories of John Wanamaker and Marshall Field. These two men, probably the greatest merchants America has known, would never have built the vast institutions which carry their names if they had accepted some of the ideas which are so prevalent today in the retail business."

How to Plan a Magazine

"AFTER many months of preparation, the great day has finally arrived," says the editorial page of *Scribner's Magazine.* That is to say all the resources of a great publishing house have been turned to the problem of taking an already popular and widely read magazine and making it in physical appearance and contents even more attractive. To makers of magazines this editorial recounting of the problem is of interest, but it also has its bearing on the problems of the bookseller, as he, too, must look ahead to the coming year and decide, to the best of his ability, how his store may be made more attractive and display an even better selection of stock. There are a good many similarities in the problem.

The publishers of *Scribner's* believe that the American reader is especially interested at this time in a reanalysis of American education, and especially of the American college. This is being reflected in book reading as well as in magazine reading. They believe that there is a particular interest in the discussion of religious topics. How true this is bookstores are well aware. They believe that there are new writers in the field of fiction that will be followed because of their style and personality as well as for their story; that the Great War is of leading interest, and James Boyd's newest story will be on that subject; that the problems of medical research and public health are to the front, and articles are announced on that subject; that the detective novel was never more in vogue; that Don Marquis is a good name to have on the cover of a popular magazine. All of these points of emphasis sound quite familiar to those who have been studying recent bookstore demands.

That *Scribner's Magazine* has sensed the awakened public interest in good typography and bookmaking is certain, and they have relied on getting attention to their new contents just as *Harper's* did a few years ago and *Atlantic* and *Century* before that, and just as book publishers are doing. Rockwell Kent is making a series of cover drawings fitting into a cover arrangement by Gordon Aymar, and Mr. Cadmus of Scribner's Press has planned pages of real beauty with the use of the new type face, Granjon, in its first use in an American magazine, a type delightful on the magazine page in both the sizes used.

Both magazine publishers and booksellers have to alter their plans as the year goes along and as new trends of public interest evidence themselves, and booksellers as well as magazines can benefit by taking a look ahead and deciding to play along with the well-established trends that are affecting public taste and public enthusiasm.

Good Bookmaking
Department in this issue
Beginning on page 57

Doubleday, Doran & Gundy

STILL further extension of the Doubleday organization is now announced and to the consolidation has been added a Canadian house with the incorporated title of Doubleday, Doran, and Gundy Ltd.

S. B. Gundy, the Oxford University Press representative, has been an outstanding figure in the Canadian booktrade and has, in recent years, represented both Oxford and Doubleday, Page & Co. at 27 Richmond St. West, Toronto. The Doran books have been marketed in Canada by the George H. Doran Company (Canada) Limited at 215 Victoria St.

The one organization now includes, beginning January 1st, the business formerly done by Doubleday, Page & Co., George H. Doran & Co., Nelson Doubleday, Inc., The Country Life Press, all of New York and Garden City, also Wm. Heinemann Ltd., and now the two Canadian agencies under the one imprint.

Mr. Gundy continues to represent the Oxford University Press in the same field.

British Tax on American Authors

ON July 1st an English law went into effect which provides that all royalties paid on or after that date to persons not resident in Great Britain and Northern Ireland are subject to the British income tax of 20 per cent, deductable at the source. It is naturally very important to American writers who are now having these deductions made in their remittances, and interpretation of the law has additional importance because rights other than those for sale in England are handled thru Great Britain; in fact, there are already cases in which American authors have suffered this deduction in sales on the Continent. Colonial rights, such as Australasia, India, South Africa, Hong Kong, etc., are also handled thru Great Britain, and, if deductions are made on those sales, which does not seem to be intended by the law, the American authors are at a disadvantage. These Colonial editions are, however, manufactured in England and shipped to the Colonies, so that the new law may in all justice be said to apply to revenues received in London for sales thus made. If this be the case, it may be increasingly advantageous to American authors to have American publishers handle these Colonial rights, in which case there would be no such 20% deduction from royalties. William MacLeod Raine, writing in the *Authors' League Bulletin,* estimates that two-fifths of all the sums accounted for by British publishers come from the Colonies. A committee of the Authors' League has been appointed to look into this matter.

Ford Offers Beauty

WHEN the full page advertisements of the new Ford car finally reached the public, one of the first things that caught the eye was that Henry Ford was trying to sell beauty. The Model "T" was manufactured on the price basis alone, but now its famous inventor has decided that people buy products by beauty as well as by durability.

The same discovery has been made in the past few years by manufacturers in other lines of merchandise, and book publishers have not failed to notice the tendency. The important feature of a book is its contents, just as the important thing in an automobile, to quote the Ford phrases, was "that it should get you there and back," and yet people are willing to pay for that something which they find beautiful and that quality is daily affecting selection and sales.

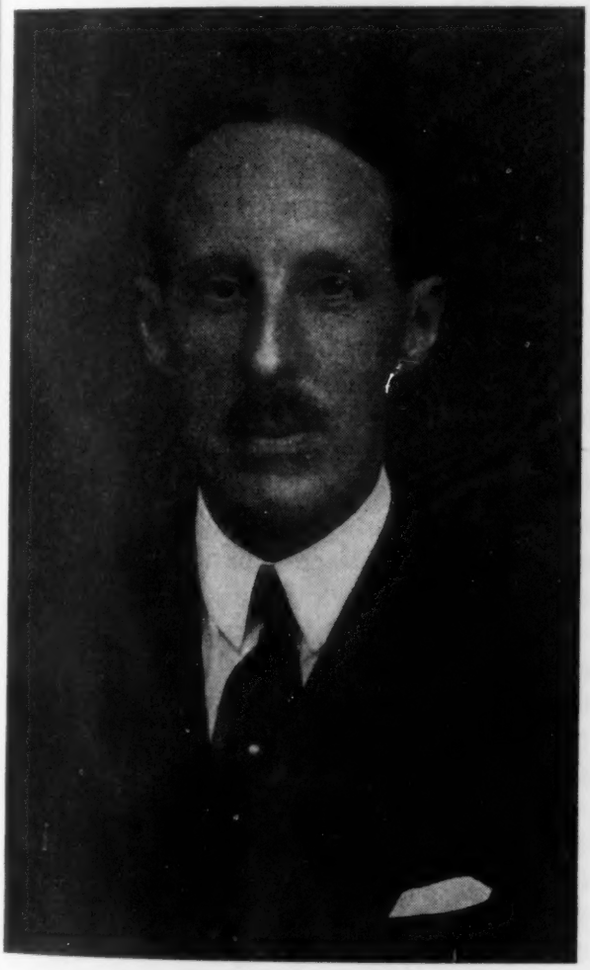
Children's Books Revived

AN admirable piece of constructive work has been done during the past year by the Book Production Committee of the Children's Section of the American Library Association. It made a careful survey of the books out of print that are still in demand. After this survey it found that there were 51 books by 19 publishers that seemed to deserve reprinting; 11 books by 8 publishers that deserved new editions. As a result of this suggestion to publishers, 18 new editions were assured for immediate production, and the committee felt very satisfied with the work. This is an interesting example of how the consumer can register the needs of the market with the producer.

Changes at Oxford

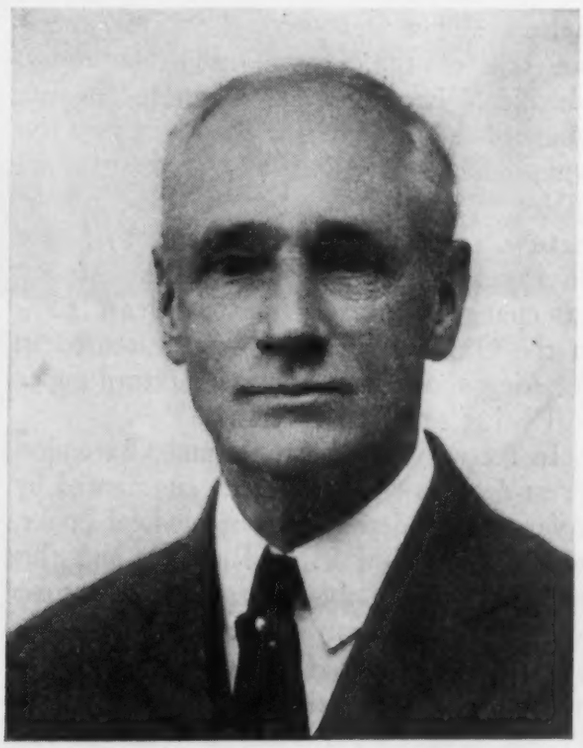
G. F. J. Cumberledge Succeeds William W. McIntosh as American Branch Head

WITH the opening of the new year, W. W. McIntosh, head of the American branch of the Oxford University Press, takes a well-deserved rest from the urgency of business, and G. F. J. Cumberledge comes from England to take this important post. Captain Cumberledge, after service in the war which brought him the D.S.O, joined the Oxford organization about ten years ago and was



Captain G. F. J. Cumberledge

shortly afterward sent to take charge of the office in Bombay. He has made there an outstanding record for effective organization and sales development, which has led to his selection for the New York office. Captain Cumberledge visited America for the first time early in the fall and went over the ground and returned with his wife on January 5th to take up permanent residence here. Those who have already met him are confident of his taking a significant place among the active figures in the American publishing world.



William W. McIntosh

Mr. McIntosh, who is one of the most beloved figures in the American booktrade, retires at the age of seventy-five in the full enjoyment of health, and will undoubtedly, from his long-established residence in Glen Ridge, New Jersey, still keep his contact with bookselling friends and with the office which has so long been a part of his life.

The American branch, as a fully established publishing organization, came into being in 1896 under the direction of John Armstrong, W. W. McIntosh, C. C. Skepmoes, who still continues as head salesman, and William Olver. Mr. McIntosh succeeded Mr. Armstrong on his death as

head of this business in 1915. The first location of the business was on Union Square, but very shortly it took larger premises at 91 Fifth Avenue, and in 1912 came to its present address at 35 West 32nd Street, since enlarged, and last year remodeled for greater convenience and beauty.

Mr. McIntosh was born in Glasgow, but was brought to this country a year later when the family moved to Boston. At the age of fourteen he entered the New York branch of Nelson, then being organized. When the Oxford branch was incorporated and fully organized, the sale of Oxford Bibles was taken over from Messrs. Nelson, and a few years later the American sale of the Clarendon Press books, which had been previously handled by the Macmillan Company, was brought into the same office. At that time, the Oxford Bibles sold were entirely of English manufacture, but, with the development of new lines and increased quantities this situation has changed and at present at least 50% of the Oxford Bibles are manufactured in America, those on the famous Oxford paper still being made in England.

In recent years the Bible and Clarendon Press departments have been augmented by a very active department of medical books, now in charge of F. F. Randall, and this current year by the department of music in charge of Duncan McKenzie. The Bible department as Mr. Cumberledge takes his new post is under the special direction of W. G. Roehrick; and the Clarendon Press sales, in charge of H. V. Clulow.

The John Newbery Award

HOW the yearly award of the John Newbery Medal is made is described in the current bulletin of the Children's Librarians' Section of the A. L. A., and the librarians now have under consideration the books of 1927 for the award to be made next summer at the time of the meeting of the Association. The selection is determined by a special committee of the Children's Librarians' Section, a committee consisting of 15 members, including the officers of the section, the standing Committee on Book Evaluation, two of the chairmen of other standing committees, and three other members chosen at large at the annual business meeting. This committee gathers suggestions from the children's librarians all over the country, and, after a full study has been made of such suggestions, a final vote by the committee is taken.

Four Proposals to Meet the Prayer Book Crisis

THE Archbishops of Canterbury and York, following rejection by the House of Commons of the revised Prayer Book, will put forward at a Church Conference, January 11th, in Lambeth Palace, four proposals for solving the crisis and avoiding the disaster to the Church of England threatened by the House's vote.

The most important proposal is that the Prayer Book of 1549, that of Edward VI, which had the full sanction of Parliament, shall be put forward as a solution of the present difficulties. In this book there is an alternative title to the communion service, "Commonly called the mass."

It authorizes the mixed chalice, reservation of the sacrament and unction for the sick. Intercessions for the dead are included in the burial service, and a form of holy communion for use at funerals is provided.

This book speaks of the sacrament as "the real and essential presence there being of Christ's natural flesh and blood." In the present authorized book this was fundamentally altered.

The next most important proposal is consideration of disestablishment, in order to preserve the church's dignity and assert its right to control its own spiritual affairs without interference by Parliament.

The two other proposals to be considered at the Lambeth Conference will be presentation of the book again to Parliament with minor alterations, or authorization of use of the revised book without the consent of Parliament.

Rosenbach Article Reprinted

THE interesting article, "The Earliest Christmas Books," contributed by Dr. Rosenbach to the December *Ladies Home Journal* has been privately printed in a limited edition of 150 copies.

Window display of the International Encyclopedia by Bamberger's in Newark

Encyclopedia Sales for Bookstores

THE selling of a large set of reference books has always called for such intensive methods that it has usually been found necessary for the publisher to set up his own machinery: national advertising to get the names of prospects and canvassing organizations to follow these prospects up to close a sale. Dodd, Mead & Company, who have been for so many decades connected with the planning and many revisions of the "International Encyclopaedia" have now made plans to connect their advertising with retail bookselling. Their display campaign, now going on, has been organized for them by N. W. Ayer & Son, and an attrative new brochure called "Enlightening the World" has been prepared for free distribution. The firm will now give substantial commissions to bookstores and department stores which handle the "New International" and will arrange for displays and give any information wanted. A display recently arranged in Newark by the department store of L. Bamberger was considered highly successful by both the publisher and the firm. Here are shown the many different bindings and also the unique book table designed by Erskine-Danforth, which is offered as a premium. This book table is going out to present subscribers without charge.

Retail Advertising de Luxe

WE have to take off our hats again to the retail advertising of Brentano's, which, under Lowell Brentano and B. G. Tobey's management, has taken on such distinction. A full page retail ad handsomely illustrated with no publisher's cooperation is something new in the book business, and, after Christmas is over, the firm looked over the results of those ads which appeared in both the *Times* and the *Tribune* and decided that next year they would have four full pages. The reason for this is that the store showed a definite increase in business the day after the ads appeared, and the telephone business, which was especially emphasized, mounted in a record-breaking way.

New Year Changes in Publishing Houses

BARSE AND HOPKINS.—The title of this firm has been changed to Barse and Company and among other changes, Harmon Tupper will take care of the editorial department, while the selling staff will be augmented by the addition of Andrew Hamming and Walter R. Kohr, Jr.

BRENTANO'S.—Jacques Le Cleroq, formerly a tutor of French at Columbia, has joined the Publishing Department in an editorial capacity. Among the books he has translated is Pierre La Maziere's "I'll Have a Fine Funeral."

UNIVERSITY OF CHICAGO PRESS.—Marjorie E. Tyler succeeds Roland F. Holloway as advertising manager. Roger A. Crane is the newest addition to their selling staff.

M. A. DONOHUE AND COMPANY.—Beginning January 1st Louis M. Levy, formerly with J. H. Sears and Company, will be the eastern representative of this house. For many years he was widely known as the selling genius of the old firm of Hurst and Co.

HARPER AND BROTHERS.—E. S. R. Reynal, formerly on the selling staff, has joined the Publicity Department. Three new names will appear on the list of travelers: L. H. Duggan, Paul A. Jones, and A. J. Lawler.

HOUGHTON MIFFLIN COMPANY.—Two new names will appear on the list of representatives, Theodore Fredenburgh covering the South and Middle West, and E. G. Chapin assisting in New York City.

GARDEN CITY PUBLISHING COMPANY.—Two travelers have been added to the selling organization, Lambert R. Furey who will represent them in the East except Boston and the Metropolitan district, and Gerard A. Burke who will cover the cities south of Baltimore and Washington as far as Texas.

KAHOE AND SPIETH.—This new firm which is specializing as publishers of fine books at Yellow Springs, Ohio, will hereafter be known as KAHOE & COMPANY.

P. J. KENEDY & SONS.—Will be represented during the coming year by John J. Coakley.

J. B. LIPPINCOTT COMPANY.—The office staff of the Lippincott Company will have two additions, Walter L. Goodwin, Jr., as associate editor and William P. Young as a member of their corps of salesmen.

THE MACAULAY CO.—To provide for increasing business new offices have been taken at 257-263 Fourth Avenue, New York. Walter I. Lynch is no longer with this company, while the following additions to the list of travelers is announced: R. L. Height, Ralph Lull and George F. Ross.

MACRAE SMITH COMPANY.—Oliver G. Swan has joined the editorial staff.

MINTON BALCH AND COMPANY.—There will be two changes in this publishing house. F. H. Hettinger, formerly with Scribner's, and Ward McClelland, formerly with D. Appleton, have recently been added to the staff. The latter will be traveling salesman.

NATIONAL PUBLISHING COMPANY.—Two recent additions to the selling staff are James H. Wilcox who will be in charge of their New York sales office, and E. C. L. Nye who will cover the West coast.

NOBLE AND NOBLE.—Stanley R. Noble, son of G. Clifford Noble, head of the firm, is starting his business career with the house after graduation from Cornell and a trip abroad. The firm is planning to publish this year more books for the trade.

W. W. NORTON AND COMPANY.—Elling Aannestad has become associate editor.

OXFORD UNIVERSITY PRESS, AMERICAN BRANCH.—Two new travelers will cover the middle-west territory, W. G. Gordon and H. A. Grant.

PAYSON AND CLARK.—Miss Priscilla Crane has joined the manufacturing department. This appointment was made about a month ago.

REILLY AND LEE.—John T. Hotchkiss who for the past three years has been Western manager has become an executive in the Chicago office, and Charles A. Johnson, formerly manager of the book department at the Western News Co., will be salesman on the Pacific Coast and other territory.

FLEMING H. REVELL CO.—John Rietz, Jr., has been added to the selling force.

CHARLES SCRIBNER'S SONS.—Albert Hurd Whitney, formerly with Minton Balch & Co., has joined Scribner's trade sales department and K. S. Sturges is a new salesman in the same department.

FREDERICK A. STOKES CO.—James L. Mahoney will this year cover the South and some of the smaller cities Middle West as successor to Harold J. Tulley.

STOLL AND EDWARDS COMPANY.—Removed from 65 Madison Avenue to 424 Fourth Avenue at the corner of 29th Street.

P. F. VOLLAND COMPANY.—Howard L. Cox, who has represented the Volland House in New York City, has been transferred to the manufacturing headquarters at Joliet, Illinois, where he assumes charge of the book division of the business.

IVES WASHBURN.—Thomas M. Watts, until recently the manager of Macmillan's Atlanta branch, will represent Ives Washburn in place of L. B. McMaster who has severed his connection with the house.

No Wilson Prize Awarded

ALTHO 10,000 essays were submitted in the $57,000 essay contest of the Woodrow Wilson Foundation, none was considered good enough to win the first or second prize. Two first prizes of $25,000 each had been offered and two second prizes of $1000 each, one prize in each case being offered to men; one, to women. Fourteen out of forty third prizes were awarded and thirty out of a possible fifty of the honorable mentions. Under the terms of the contest which closed on October 1 last year, anyone living in the United States who was between the ages of 20 and 35 could compete. The essays were to be on the subject "What Woodrow Wilson Means To Me" and each was to be limited to 2500 words.

Selecting Catholic Books

UNDER the auspices of the Library Section of the National Catholic Educational Association, the librarian of Procopius College, Lisle, Ill., has begun the publishing of The Quarterly List as an aid to book selection for Catholic libraries.

The compilation covers a great number of fields and is made in cooperation with seven leading Catholic libraries. This list is published by L. F. Happel, Elmhurst, Ill.

Lecture Itinerary of Count Hermann Keyserling

January	6	Vassar College, Poughkeepsie, New York
	9	College and Women's Club, Springfield, Massachusetts
	11	Community Church, New York City
	13	League for Political Education, New York City
	16	20th Century Club, Pittsburgh, Pennsylvania
	19	Thuman, Cincinnati, Ohio
	22	Harmonie Club, New York City
	24	Community Church, Boston, Massachusetts
February	1	University Club, Cleveland, Ohio
	10	Junior League, St. Louis, Missouri
	14	Stephens College, Columbia, Missouri
	27	Junior League, San Francisco, California
	29	Fresno Parthenon. Fresno. California
March	3	Friday Morning Club
	22 or 29	Madison, Wisconsin, Students' Forum or with Local promoter in Ann Arbor, Michigan
April	13	Mt. Holyoke Alumnae Assn., Washingon, D. C.

In the Bookmarket

A NEW book by Evangeline Adams called "Astrology: Your Place in the Sun" will be published today, January 7th, by *Dodd, Mead.* Miss Adams is several things, the foremost astrologer in the country, a member of the old New England Adamses, and author, two years ago, of an amazing autobiography entitled "The Bowl of Heaven." The new book is a handbook for everyone, enabling even the lay reader to work out his own destiny from the information she gives him. ❧ ❧ ❧

Little, Brown & Company are going in for contests! Another one has been announced, this time for the best book on American history for which $2500, in addition to royalties, will be given. The book must refer to the continental territory of the United States, but may cover any period. It must be suitable for publication as a single volume of not less than 80,000 nor more than 135,000 words, must be written in popular form and at the same time constitute a genuine contribution to knowledge. Manuscripts must be submitted to the publishers before October 1, 1928, and the award will be announced as soon as possible after that date. Judges in the contest will be James Truslow Adams, Worthington C. Ford and Allan Nevins. ❧ ❧ ❧

A new addition to "The Dictionary of National Biography," the first since 1912, is to be published by the American Branch of the *Oxford University Press.* To the general reader this new volume is particularly interesting, presenting, as it does, miniature biographies of the lives of notable persons who died in the years 1912-1921. There is also a cumulative index which includes references not only to the present volume but to all "lives" falling within the Twentieth Century. ❧ ❧ ❧ James Henry Breasted, historian and Orientalist of the University of Chicago, and author of numerous books on history, has been elected President of the American Historical Association for 1928. Succeeding Henry Osborn Taylor, Professor Breasted will direct a nation-wide program of historical research planned to develop the truths of American history. James Harvey Robinson, author of "The Mind in the Making," has been elected First Vice President. Professors Breasted and Robinson have written several histories together and two books of theirs, Professor Breasted's "Conquest of Civilization" and Robinson's "Ordeal of Civilization," were published together last year as "The Human Adventure." ❧ ❧ ❧

H. N. Brailsford will arrive from England in January in time to see his new book, "Olives of Endless Age," published in this country by *Harper.* ❧ ❧ ❧ Also Mrs. Bertrand Russell, whose book "The Right to be Happy," is causing quite some discussion, plans to arrive here the first part of this month. ❧ ❧ ❧ Count Herman Keyserling, author of the "Travel Diary of a Philosopher," "World in the Making" and editor of "The Book of Marriage," all of which *Harcourt, Brace* has published, has arrived in this country full of statements about feminism, marriage and divorce, and the American social system. Count Keyserling will lecture in this country for five months. His first lecture was given yesterday at Vassar College, and his first lecture in New York will be given on the 11th at the Community Church when he will talk on "Marriage." His itinerary for the next three months is given on another page in this issue. ❧ ❧ ❧

The Poetry clan, the new national organization which plans to bring the six best volumes of poetry of the year to the attention of its members, has announced that Marjorie Allen Seiffert's "Ballads of the Singing Bowl," *Scribner,* is its second selection. The first was "Boy in the Wind" by George Dillon, *Viking.* ❧ ❧ ❧

Doubleday, Doran gave a tea on Tuesday for Mathilde Eiker. Miss Eiker wrote "Over the Boatside" which has been very highly praised, especially by Isabel Paterson who, of course, was in evidence at the tea—very much in evidence in red stockings. We hope she's setting a fashion.

The Brotherhood of Commercial Travelers Dines

AFTER fourscore years and two of annual gatherings, the Brotherhood of Commercial Travelers sat down to its forty-third feast on December 29th at the Waldorf-Astoria. Congressman David J. O'Connell was the popular toastmaster and used this opportunity to display his native eloquence, so richly developed thru his intimate knowledge of the Standard Dictionary. A larger number than in any recent year enjoyed the program, eighty-five old-timers being present, including George McLeod of Toronto, known as the Canadian Ambassador of Good Will. The songs by a charming cabaret singer and a male vaudevillian were really humorous and the card tricks of a professional sleight-of-hand artist were keenly enjoyed. Sol Abbott, happy in his return to New York, now as the bookman at Sterns', expressed his sentiments and pleasure in this his first Brotherhood dinner. Harry Gould, President of the American News Co., also spoke in response to a hearty call.

The star function of the evening was the bestowing of the insignia of office on "Dave" O'Connell by Fred Nunan. Its impressiveness and the clashes of wit can be imagined when two such grandsons of the Emerald Isle got this chance to pay their respects to each other. The venerable John Hovendon, perennial secretary, was presented with an original sketched portrait of himself, taken at the dinner and given by a few close friends in commemoration of his seventy-fifth birthday, a few weeks since.

During the evening "Oscar'" of the Waldorf came in to express his personal regards and to record the fact that he has catered to the palates of the Brotherhood for twenty-nine consecutive years. Its President for 1928 will be George F. Bachmann.

Associated Book Travelers Meet in New York

HARRY M. SNYDER, president of the Associated Book Travelers, presided at a very sprightly and well-attended banquet at the Commodore Hotel on December 28th. One hundred traveling men sat down with their officers and guests, and the after-dinner program proved as delightful as the meal. Whitney Darrow of Scribner's made a dashing presentation of the problem of the Ultimate Consumer, reading a long and appealing letter from a dear lady in the Bronx who had tried in vain to find an unautographed copy of Morley's "Where the Glue Begins" in New York stores. The price offers tempted her from one store to another until finally she found a store that would give her a $10 gold piece if she would take one away.

Harry Savage of Stokes seized the microphone at this juncture and proclaimed to the listening public the glories of the traveler's life. Mr. Savage proved to be a natural wit, and he used Leon Archer at his left for a foil in getting his jokes across. Interruptions seemed to be no hindrance to his technique. Alfred Harcourt spoke for the publishers in reminiscence and appreciation of the traveler's problem, emphasizing the harm done by the traveler's too freely passing along the pessimistic rumors that occasionally get started in the booktrade. He recalled his first trip to Boston with May Sinclair's "Divine Fire" under his arm. One bookseller ordered 5, because he said he had not been selling more than five of the late fiction, but another bookseller, Mr. DeWolfe, listened to the story for an hour and then ordered 250 of the first book of a then unknown writer.

Chris Morley, after having been chaffed unmercifully in the previous speeches, came back in his most delightful vein and proved himself again a favorite guest of the booktrade, who look on him as a member of their own fraternity rather than a visitor from the adjoining realm of writing.

Leon Archer of the Cosmopolitan Book Corporation was announced as the new president.

New "Antiquarians'" Directory Appears

A NEW edition of the "International Directory of Antiquarian Booksellers" published by Straubing & Muller, Weimar, Germany, has just appeared and is now available for the booktrade.

Changes in Price

THE UNIVERSAL KNOWLEDGE FOUNDATION, 19 Union Square, New York.

Increase in price of "In the Heart of Spain," by Thomas Ewing Moore, from $3.00, plus 15c. postage, to $4.50 cost paid.

JOHN WILEY & SONS, INC.

Effective at once; the price of Wilson's "Railroad Track and Construction" is to be advanced from $2.50 to $3.00.

ALFRED A. KNOPF, Inc.

Beginning January 1st "Opera Guyed," by Newman Levy, will be raised from $2.00 to $2.50.

PRINCETON UNIVERSITY PRESS

"The A B C of the Federal Reserve System," by Edwin Walter Kemmerer will be increased in price from $1.50 to $2.00, effective January 16, 1928.

LINCOLN MACVEAGH

Dunlap, Orrin E., Jr., "The Story of Radio" now $2.00.

THE MACAULAY COMPANY

On January 1, 1928, "My Pious Friends and Drunken Companions" will be $2.50.

"The Bronze Treasury," will have a retail price of $3.50 after January 1, 1928.

"Latest Contemporary Portraits," by Frank Harris, will retail for $3.00 after January 1, 1928.

HENRY ALTEMUS COMPANY

The List price of the following books by Albert Bigelow Paine has been advanced from $1.50 to $1.75 per copy; effective at once: "The Arkansaw Bear," "Elsie and the Arkansaw Bear."

WILLIAM ABBATT

"Colloquial Who's Who," reduced from $11 to $7.50.

Obituary Notes

GEORGE C. ALLIS

GEORGE C. ALLIS, rated by Dun's and Bradstreet's as the oldest retail bookdealer in the United States, died this week at his home in Derby, Conn. He was 92 years old. Mr. Allis was born in Bridgeport, Conn. As a boy he learned the printer's trade and once set type for Horace Greeley, about ten years before the Civil War. He was widely known, and was a personal friend of Chauncey M. Depew and Professor Michael Pupin. He has been in business in Derby continuously for 72 years.

DR. ALGERNON CRAPSEY

DR. ALGERNON SIDNEY CRAPSEY, "the last of the heretics," died in Rochester, N. Y., on December 31st, at the age of 80. He was born in Fairmont, Ohio, in 1847, and attended school there. After working and serving in the Union Army, he studied at St. Stephen's College and the General Theological Seminary. After graduating he served Trinity Church in New York and St. Andrew's Church, Rochester. Early in 1905, Dr. Crapsey began in his sermons to deny the doctrine of the Virgin Birth. In 1906 he was tried for heresy and deposed from his pastorate. Dr. Crapsey's books include: "Five Joyful Mysteries," 1883; "The Greater Love," 1901; "The Rebirth of Religion," 1907; "The Rise of the Working Class," 1914; "The Ways of the Gods," 1920, and "The Last of the Heretics," 1924.

Business Notes

BALTIMORE, MD.—At the sign of the Frigate, 515 North Howard Street (the theatrical district) has been opened by Harry I. D. Levey.

BIRMINGHAM, ALA.—The Pizitz Company, opening its new store, is including a book department under the charge of Samuel Rosenthal, for the last two years with the Lion Dry Goods Company of Toledo, formerly in Cincinnati, and for three years connected with Stewart Kidd. Mr. Rosenthal is to be in New York until January 14th on a buying trip, and can be found, care of the B. F. Levis Company, 115 West 30th Street.

CAMDEN, S. C.—The Torii Shop, at 1216 Broad Street, has opened a circulating library.

CHICAGO, ILL.—Burt Clark has opened a bookshop at 5642 Harper Avenue. Textbooks are included in his stock.

GREENVILLE, S. C.—The Pine Tree Gift Shop, M. B. Shelton, has opened a book department which will specialize in children's books.

ROYAL OAK, MICH.—Rosalind Knox, 110 East 5th Street, has opened a bookshop.

STOCKTON, CALIFORNIA—The Harvard News and Book Company has moved from 118 to 126 East Weber Ave. To its present large stock of second hand and rare books will be added a complete line of new books.

STILLWATER, OKLA.—Frank Whittenberg has opened Whittenberg's Book Shop at 515 West College Ave.

TROY, N. Y.—The Allen Book and Printing Company, 1809-11 Fifth Avenue, has been brought by H. E. Hallenbeck and the name changed to the Troy Book and Stationery Shop.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Florence, and McCarrick, Elizabeth

Highdays and holidays; decorated by Emma L. Brock. 352p. D [c.'27] N. Y., Dutton $2

An anthology of poetry for children, for special occasions.

Adcock, Adam Kennedy

At the feet of Paul; original outlines. 591p. D [c.'27] Cin., Standard Pub. Co. $3.50

Aereboe, Friedrich

Der Einfluss des Krieges auf die landwirtschaftliche Produktion in Deutschland. 248p. O (Economic and social history of the World War) '27 New Haven, Conn., Yale $5

Bailey, Mrs. Alice A.

The light of the soul, its science and effect; a paraphrase of the Yoga Sutras of Patanjali, with commentary. 445p. (bibl.) D c. N. Y., Lucis Pub. Co. flex. fab. $5, bxd.

Baring, Maurice

Tinker's leave. 373p. D '28, c.'27 Garden City, N. Y., Doubleday, Doran $2.50

The Russian adventures of a prim young man who, at twenty-seven, decides to lead his own life.

Beaconsfield, Benjamin Disraeli, 1st earl of

Tancred, or, The new crusade; introd. by Philip Guedalla. 509p. O (Bradenham ed.) [n. d.] N. Y., Knopf buck. $4

Beard, Mary R.

A short history of the American labor movement. 212p. D (World today b'kshelf) '27 N. Y., Macmillan pap. 80 c.

Bible

An old Hebrew text of St. Matthew's gospel; tr. by Hugh J. Schonfield. 206p. (bibl.) O '27 [N. Y., Scribner] $2

Binder, Rudolph Michael

Religion as man's completion; a socio-religious study. 397p. (bibl. footnotes) D '27 c. N. Y., Harper $2.50

Bloch, Eugène

Thermionic phenomena; tr. by J. R. Clarke. 155p. diagrs. D [n. d.] N. Y., Dutton $2.50

An outline of knowledge concerning the emissions from heated bodies.

Borrow, George Henry, tr.

Ballads of all nations; a selection; ed. by R. Brimley Johnson. 365p. O '28 N. Y., Knopf $5

Brinkley, May

A handful of life [verse]. 57p. il. D [c.'27] Atlanta, Ga., Bozart Press $1.25

Buck, Oscar MacMillan

"Our Asiatic Christ." 189p. S '27 c. N. Y., Harper $1.25

Dealing with the present status of Christianity in India.

Bushby, D. Maitland

Ocatilla blossoms, and other poems. 92p. D (Contemporary poets, no. 65) [c.'27] Phil., Dorrance $1.75

Byron, George Gordon Noel, 1st baron

The complete works of Lord Byron; with a biographical sketch and notes. 1059p. front. (por.) S [c.'27] N. Y., Crowell $1.75

Clark, Frank Lowry

A study of the Iliad in translation. 363p. (3p. bibl.) O [c.'27] Chic., Univ. of Chic. Press $3

A selective, line-by-line translation of the Greek epic.

Baketel, Oliver S., ed.

The Methodist year book, 1928. 324p., il. map D [n. d.] N. Y., Methodist Bk. Concern pap. 50 c.

Bennett, Mabel Keightley

My Dixie rose; a comedy-drama in three acts. 96p. diagr. S (Denison's select plays) [c.'27] Chic., T. S. Denison pap. 35 c.

Black, George W.

The philosophy of oratory. 47p. O [c.'27] N. Y., Author, 251 W. 89th St. pap. $1

Busbecq, Ogier Ghiselin De

The Turkish letters of Ogier Ghiselin De Busbecq, imperial ambassador at Constantinople, 1554-1562; tr. by Edward Seymour Forster. 279p. il. map D '27 N. Y., Oxford $2.50

Cleveland, Edmund James

Philus, the stable boy of Bethlehem; foreword by Bp. Charles L. Slattery. 132p. il. D '27 c. N. Y., Harper $1.50

And other children's story-sermons for Christmas and other days and seasons of the Christian year.

Comstock, Sarah

Roads to the Revolution, with here and there a byway to Colonial days. 267p. (10p. bibl.) il. D c. N. Y., Macmillan $5

About landmarks near Boston, New York and Philadelphia that are still silent witnesses to great events in our history.

Coomaraswamy, Anand K.

History of India and Indonesian art. 295p. Q '27 N. Y., E. Weyhe $17.50

Cutter, Lawrence E.

Descriptive geometry; 2nd ed., rev. and enl. 244p. il. O '27 N. Y., McGraw-Hill $2.50

Dame, Ruby M.

Down the walks of life [verse]. 67p. front. (por.) O [c.'27] Plattsburg, N. Y., Imperial Press $1.75

Dawson, J. M., D.D.

The spiritual conquest of the southwest. 180p. il. D [c.'27] Nashville, Tenn., S.S. Bd. of So. Bapt. Convention $1.10

The religious history of the American southwestern states.

De Montgros, Gabriel, D.D.

The duties of a Christian; tr. by Dom Basil Whelan. 286p. O '27 St. Louis, Mo., B. Herder $2

Douglas, Lloyd Cassel

Those disturbing miracles. 268p. D '27 c. N. Y., Harper $2

A modernistic interpretation of the Biblical miracles, by a Los Angeles Congregational pastor.

Douglas, Norman

Old Calabria. 448p. S [c.'28] N. Y., Modern Library fab. 95 c.

Dows, Alice

Idle hours. 119p. D (Contemporary poets, no. 63) [c.'27] Phil., Dorrance bds. $1.75

Edward Albert, prince of Wales

Speeches by H. R. H. the Prince of Wales, 1912-1926. 365p. front. (por.) O [n. d.] [Toronto, Ont., Musson Bk. Co.] $6

Eisenberg, Arthur Alexander, M.D.

Principles of bacteriology; 4th ed. 228p. (bibl.) il. D '28 c. '18-'28 St. Louis, C. V. Mosby $2.75

Feuchtwanger, Lion

The ugly duchess; tr. by Willa Muir and Edwin Muir. 335p. O c. N. Y., Viking Press $2.50

A romance of medieval Europe by the author of "Power." It is the story of Margarete of Tyrol, a woman whom God had deprived of all feminine charm, but endowed with great governing ability.

Fletcher, Joseph Smith

The murder in the Pallant. 309p. D '28 c. '27, 28 N. Y., Knopf $2

The murder of a respected lawyer, the mysterious disappearance of large sums of money and the discovery of an eleventh-hour will add considerable excitement to life in an English cathedral town.

Ford, Ford Madox

The last post. 285p. D (Avignon ed.) c. N. Y., A. & C. Boni $2.50

The conclusive volume in the series which began with "Some Do Not" and continued thru "No More Parades" and "A Man Could Stand Up."

Forman, Raymond Lalor

Rough-hewed, and other sermons. 211p. D [c.'27] N. Y., Abingdon $1.50

Franklin, Benjamin

The pith of Franklin's letters; ed. by William S. Pfaff. 93p. front. (col.) O '27 New Orleans, La., Searcy & Pfaff bds. $5, bxd.

Franklin, Harold B.

Motion picture theater management. 365p. il. diagrs. O [c.'27] N. Y., Doran $5

Attention is given to the problems of management, operation, organization, personnel and finance of the motion picture theater.

Fraser, Samuel

American fruits; 2nd ed. various p. il. O '27 N. Y., Orange Judd Pub. Co. buck. $4.75

Freeman, John Dolliver, D.D.

When the west was young. 418p. D [c.'27] Nashville, Tenn., S.S. Bd. of So. Bapt. Convention $1.75

A story of pioneer days in Arkansas.

Glenn, Isa [Mrs. S. J. Bayard Schindel]

Southern charm. 301p. D c. N. Y., Knopf $2.50

Miss Glenn, a southerner, pictures the inbred charm of southern womanhood in a story of Mrs. Habersham and her daughters transplanted to a Park Avenue setting.

Gruenberg, Benjamin Charles, ed.

Outlines of child study; a manual for parents and teachers; rev. with introd. by Edward L. Thorndike. 311p. (45p. bibl.) D '27 c. '22, '27 N. Y., Macmillan $1.25

Gue, Belle Willey

Songs and sonnets of the sea. 64p. D (Contemporary poets, no. 66) [c.'27] Phil., Dorrance $1.50

Dryden, John

Annus mirabilis; the year of wonders, 1666; type-facsimile reprint of the first ed. [lim ed.] 112p. D (Tudor and Stuart lib.) '27 N. Y., Oxford $3.50

Flowers, Montaville

William I. Atkinson; an appreciation in biography. 34p. front. (por.) O '27 Cedar Rapids, Ia., Torch Press apply

Foster, Sir William

The English factories in India, 1668-1669. 356p. O '27 N. Y., Oxford $6

Friis, Astrid

Alderman Cockayne's project and the cloth trade; the commercial policy of England in its main aspects, 1603-1625. 510p. Q '27 N. Y., Oxford $10

Guild, Marion Pelton
Phillips Brooks, a portrait, and other poems. 127p. D (Contemporary poets, no 62) [c. '27] Phil., Dorrance $1.75

Haardt, Georges Marie, and Audouin-Dubreuil, Louis
The black journey; across Central Africa with the Citroën expedition. 316p. il., maps O '27 N. Y., Cosmopolitan Bk. $4, bxd.

Haboush, Stephen A.
My shepherd life in Galilee, with an exegesis of the Shepherd Psalm. 59p. il. S '27 c. N. Y., Harper $1
The author is a native Galilean shepherd.

Hamilton, Walton, and May, Stacy
The control of wages. 196p. D (World today b'kshelf) '27 N. Y., Macmillan pap. 80 c.

Hedges, Marion Hawthorne
Dan Minturn [fiction]. 228p. S [c. '27] N. Y., Vanguard Press 50 c.

Heijermans, Herman
The good hope; a drama of the sea in four acts; tr. by Lillian Saunders and Caroline Heijermans-Houwink. 155p. il. D '28 c. '24, '28 N. Y., S. French $1.50
Produced in New York this season by the Civic Repertory Theatre under the direction of Eva Le Gallienne.

Henry, Alice
Women and the labor movement. 260p. D (World today b'kshelf) '27 N. Y., Macmillan pap. 80 c.

Hoppé, E. O.
Romantic America. 348p. il. Q '27 N. Y., B. Westermann $7.50
A pictorial presentation of the United States.

Howard, F. E., and Crossley, Fred H.
English church woodwork; a study in craftsmanship during the mediaeval period, A. D. 1250-1550; 2nd ed. 403p. il., diagrs. Q [n. d.] N. Y., Scribner buck. $13.50

Hoyt, Jehiel Keeler
Hoyt's new cyclopedia of practical quotations drawn from the speech and literature of all nations; rev. and enl. by Kate Louise Roberts. 1374p. O [c. '27] N. Y., Funk & Wagnalls
$7.50; buck., $8.50; pt. lea., $12.50; lea., $15

Hurst, Fannie [Mrs. Jacques S. Danielson]
A president is born. 484p. D c. N. Y., Harper bds. $2.50
About the Schuyler family of Centralia, Ohio, whose founders were Austrian immigrants, and whose youngest son became President of the United States several terms after Coolidge.

Huxley, Julian Sorell
Religion without revelation. 392p. (2p. bibl.) D (What I believe ser.) [c. '27] N. Y., Harper $2.50

Jenkins, John Wilber
James B. Duke, master builder. 302p. il. O [c. '27] N. Y., Doran $4
In the amazing life story of Duke, the "Tobacco King," we have also the story of tobacco, the development of southern and Canadian water-power and the creation of a university in North Carolina.

Jones, Howard Mumford
America and French culture, 1750-1848. 631p. (30p. bibl.) front. O '27 c. Chapel Hill, N. C., Univ. of N. C. Press $5
Has America a deep cultural debt to France? Is it in any way comparable to that owed England and, later, Germany? This volume traces the French influence in the shaping of the American mind during the formative years of the nation.

Jones, Jenkins Lloyd
Prayers. 133p. D [c. '27] Bost., Beacon Press $1.50

Kellar, Dorothy Avis
Kaleidoscope. 52p. D (Contemporary poets, no. 50) [c. '27] Phil., Dorrance bds. $1.25

Kidwell, J. H.
Silver fleece; a tale of the Swift Mines of old Kentucky. 164p. front. (por.) D [c. '27] N. Y., Avondale Press $1

Knox, Ronald Arbuthnot
The belief of Catholics. 254p. D (What I believe ser.) [c. '27] N. Y., Harper $2

Krishnamurti, Jeddu
The search. 38p. D '27 c. N. Y., Liveright bds. $1.25
A slim volume of poetry by the inspired young prophet from the East.

Lee, Teng-Hwee
Vital factors in China's problems; readings in current literature. 440p. D '27 N. Y., G. E. Stechert $2.50

Liber, Benzion
The child and the home; essays on the rational bringing-up of children. 261p. S (Current questions) [c. '22-'27] N. Y., Vanguard Press 50 c.

Lieu, D. K.
China's industries and finance. 252p. O '27 N. Y., G. E. Stechert fab. $2

Lightfoot, Joseph Barber, and others, trs.
Excluded books of the New Testament; introd. by J. Armitage Robinson, D.D. 403p. D '27 N. Y., Harper $3

Harger, Wilson G., and Bonney, Edmund A.
Handbook for highway engineers; 4th ed., rev. and enl. 1720p. il. S '27 N. Y., McGraw-Hill flex. $6

Hodge, Edwin Thomas
A quantitative mineralogical and chemical classification of igneous rocks. various p. (bibl.) diagrs. O ['27] [Eugene, Ore., Univ. of Ore.] apply

Hoyt, Wilbur Franklin
Chemistry by experimentation including qualitative analysis; a laboratory manual for the first year course; rev. ed. 99p. il. O c. '27 Peru, Neb., S. W. Hacker apply

Inglis, Alexander
Latin vocabulary; forms A-E. various p. O (Harvard tests) c. '27 [['23] Bost., Ginn pap. 48c., ea.

Kaser, Arthur Leroy
The crossroads store; a one-act farcical specialty. 31p. S (Denison's specialties) [c. '27] Chic., T. S. Denison pap. 30 c.

Linton, M. Albert
Life insurance as an investment; 2nd ed. 27p. T [c. '28] [Phil., Author, c/o Provident Mutual Life Insurance Co. of Phila.] pap. gratis

Lincoln, Abraham

Four speeches by Abraham Lincoln, hitherto unpublished or unknown; ed. by Earl W. Wiley. 120p. O '27 Columbus, O., Ohio State Univ. Press buck. $2.50

Lockridge, Ross F.

George Rogers Clark. 232p. il., maps D '27 Yonkers, N. Y., World Bk. $1.20

Lovejoy, Luther Ellsworth

Speculating in futures; adventures in stewardship; introd. by Bp. Edwin Holt Hughes. 207p. S [c.'27] N. Y., Methodist Bk. Concern $1

Lowell, James Russell

Two essays of Lowell; ed. by Tucker Brooke. 121p. il. S (English readings) '27 N. Y., Holt 68 c.

Lubbock, Basil

The last of the windjammers, v. 1. various p. il. O '27 Bost., Chas. E. Lauriat
1 v. ed. $12.50; bound in two pts., buck. $15

McSpadden, Joseph Walker

Opera synopses; 4th ed. rev. and enl. 352p. front. S [c.'11-'27] N. Y., Crowell $2.50

Malleson, Miles

Merrileon Wise; a play in three acts. 102p. D (French's standard lib. ed.; Contemporary British dramatists, v. 43) '27 c. N. Y., S. French pap. 75 c.

Manson-Bahr. Philip H., M.D.

Life and work of Sir Patrick Manson. 284p. il. O '27 N. Y., Wm. Wood $5.50

Masefield, John

Philip the king; il. by Laurence Irving; new lim. autographed ed. 46p. O '27 N. Y., Macmillan $12.50

Mencken, Henry Louis

A book of prefaces. 288p. S (Borzoi pocket bks.) [c.'17] N. Y., Knopf $1.25
An addition to Knopf's popular pocket library.

Mentz, Edward D.

Fish stories. 80p. il. D '27 c. N. Y., Dean & Co., 112 Fourth Ave. $1.50

Milne, Alan Alexander

Songs from "Now we are six"; music by H. Fraser-Simson; il. by E. H. Shepard. 33p. F [c.'27] N. Y., Dutton bds. $2.50

Mitton, Geraldine Edith [Lady Scott]

Captain Cook. 94p. il. (pt. col.) map D (Peeps at great explorers) '27 N. Y., Macmillan $1

Mond, Sir Alfred

Industry and politics. 346p. front. (por.) O '27 [N. Y.] Macmillan $5
A collection of speeches and papers on various phases of English economic, industrial, political and social problems.

Nicholson, Kenyon, and Knox, Charles

Here's to your health! an adventure of a medicine man in three acts. 85p. il. diagr. D (French's standard lib. ed.) c.'27 N. Y., S. French pap. 75 c.

Patrick, Diana, pseud. [Desemea Newman Wilson, Mrs. Harry J. Wilson]

Call it a day! 276p. D [c.'27] N. Y., Dutton $2
An English playwright becomes involved in his own drama of life and love.

Pearl, Raymond

The rate of living. 185p. (13p. bibl) diagrs. O c. N. Y., Knopf $3.50
"Being an account of some experimental studies on the biology of life duration."

Procopius, of Caesarea

Secret history of Procopius; tr. with introd. by Richard Atwater [lim. ed.]. 286p. front. (col.) Q c. Chic., P. Covici $20

Quick, Oliver Chase

The Christian sacraments. 279p. (bibl. footnotes) O (Lib. of constructive theology) '27 N. Y., Harper $3

Raine, William MacLeod

Colorado. 324p. D '28 c.'27, '28 Garden City, N. Y., Doubleday, Doran $2
A story of pioneer adventure in Colorado.

Rasmussen, O. D.

What's right with China. 275p. O '27 N. Y., G. E. Stechert $3.50

Renan, Ernest

The life of Jesus; introd. by John Haynes Holmes. 393p. S [c.'27] N. Y., Modern Library fab. 95 c.

Rhoades, Elmer Lamont

Introductory readings in marketing. 761p. O '27 Chic., A. W. Shaw $6

Mortimer, Lillian

The winding road; a comedy-drama in three acts. 172p. diagrs. S (Denison's royalty plays) [c.'27] Chic., T. S. Denison pap. 50 c.

Nelson, Marion Lawrence

Spirals; a play in one act. 32p. D (Playshop plays) c.'28 N. Y., S. French pap. 50 c.

O'Donnell, Thomas A.

The magical pen, and other poems. 80p. front. (por.) D [c.'27] Los Angeles, Gem Pub. Co. bds. $1.50

The silver dollar's soliloquy, and other poems. 80p. front. (por.) D [c.'27] Los Angeles, Gem Pub. Co. bds. $1.50

Pavlov, I. P.

Conditioned reflexes; an investigation of the physiological activity of the cerebral cortex; tr. and ed. by G. C. Anrep. 446p. O '27 N. Y., Oxford $9.50

"Pray the mass"; instructional notes by J. E. Moffatt. 127p. il. Tt '27 c. N. Y., Benziger Bros. pap. 20 c.

Pugh, Mary Anderson

Markets of the Netherlands East Indies. 39p. maps O (Trade information bull. no. 509) ['27] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] apply

Rehfuss, Martin Emil, M.D.

Diagnosis and treatment of diseases of the stomach. 1236p. il. (pt. col.) diagrs. O '27 Phil., Saunders $12

Rowland, Dunbar, ed.

A symposium on the place of discovery of the Mississippi River by Hernando de Soto. 103p. map O (Special bull. no. 1) '27 c. Jackson, Miss. [Miss. State Dep't of Archives & Hist.] bds. $2.50

Robbins, Howard Chandler, D.D.
Cathedral sermons. 261p. D '27 c. N. Y., Harper $2
Twenty-one selected sermons preached in the Cathedral of St. John the Divine, New York, in the period from 1911 to 1927.

Royden, Agnes Maude
I believe in God. 293p. (bibl. footnotes) D (What I believe ser.) [c.'27] N. Y., Harper $2
By the English woman preacher now in this country.

Rung, Rev. Albert
Meditations for the laity for every day in the year. 542p. O '27 St. Louis, Mo., B. Herder $3.50

Saleski, Gdal
Famous musicians of a wandering race. 477p. il. O '27 c. N. Y., Bloch Pub. Co. $5
Biographical sketches of outstanding figures of Jewish origin in the musical world.

Saltus, Edgar Evertson
The imperial orgy; introd. by Ben Ray Redman. 244p. S [c.'20,'27] N. Y., Modern Library fab. 95 c.

Scott, Sir Walter
Ivanhoe; school ed. by Bessie M. Huff. 672p. front. S (Western ser. of Eng. and Amer. classics) '27 Oklahoma City, Okla., Harlow Pub. Co. 85 c.; pap., 65 c.

Scudder, Jared Waterbury
Second Latin; bk. 2. 658p. il. (pt. col.), maps D (François-Scudder Latin course) [c.'27] Bost., Allyn & Bacon $1.80

Sears, Frederick Edmund
Essentials of physics for high and private schools. 609p. il., diagrs. D [c.'27] N. Y., F. M. Ambrose Co. $1.76

Simpson, Helen
Cups, wands and swords. 287p. D c. N. Y., Knopf $2.50
A study of modern youth with Oxford and London as a background.

Slouschz, Ben David Nahum
Travels in North Africa. 498p. D '27 c. Phil., Jewish Pub'n Soc. of Amer. $2.50

Small, Samuel Asa
The return to Shakespeare; the historical realists. 134p. O ['27] [Balt., Johns Hopkins Press] $1.75

Stelzle, Dr. Charles, ed.
If I had only one sermon to preach. 332p. O '27 c. N. Y., Harper $2.50
Sermons by twenty-one well-known ministers.

Sun Yat-Sen, Dr.
San min chu I; the three principles of the people; tr. by Price. 531p. O '27 N. Y., G. E. Stechert $4

Sutphen, William Gilbert Van Tassel
The sermon on the cross. 89p. S [c.'27] N. Y., Harper $1.25

Tarkington, Booth
Claire Ambler. 253p. D '28, c. '27, '28 Garden City, N. Y., Doubleday, Doran $2.50
Claire is a modern young coquette who wants men to be devotedly in love with her, but not to trouble her by telling her about it.

Taylor, Elkarah East
Candles on the sill [verse]. 85p. D '27 c. N. Y., Jas. T. White & Co., 70 5th Ave. bds. $1

Topdrawer (The); random recollections; by one who was born in it. 250p. D '28, c. '27 Garden City, N. Y., Doubleday, Doran $2.50
A satire on English society "memoirs."

Vandenbosch, Amry
The neutrality of the Netherlands during the World War. 349p. (6p. bibl.) O [c.'27] Grand Rapids, Mich., W. B. Eerdmans Pub. Co. $4

Vanderblue, Homer Bews, and Gragg, Charles Insco, eds.
Economic principles; a case book. 687p. (bibl.) il., diagrs. O '27 Chic., A. W. Shaw $4

Wallace, Edgar
The Squealer. 312p. D '28, c. '27, '28 Garden City, N. Y., Doubleday, Doran $2
A "thriller" of London's underworld.

Walter, L. Edna, ed.
Christmas carols; old English carols for Christmas and other festivals. 58p. il. O '27 N. Y., Macmillan $2

Warbasse, James Peter
What is cooperation? 182p. (6p. bibl.) S (Social philosophies) [c.'27] N. Y., Vanguard Press 50 c.
A discussion of the consumers' cooperative movement, its principles, methods and accomplishments.

Wharton, Henry M., D.D.
Messages of mercy. 243p. front. D [c.'27] Nashville, Tenn., S.S. Bd. of So. Bapt. Convention $1.75

Who's who, 1928 [English]; an annual biographical dictionary with which is incorporated "Men and women of the time." 3365p. O [n. d.] N. Y., Macmillan $16.50

Schaff, David Schley
The Bellarmine-Jefferson legend and the Declaration of Independence. 40p. O '27 N. Y., Putnam apply

Schulze, Frederick, D.D.
A manual of pastoral theology; 5th ed. 581p. O '27 St. Louis, Mo., B. Herder $3

Seley, Etta Squier
Juvenile monologues and recitations. 99p. S [c. '27] Chic., T. S. Denison pap. 40 c.

Seventy-five years, or, The joys and sorrows of publishing and selling books at Duttons from 1852 to 1927. 91p. il. (col. front.) D [c. '27] N. Y., Dutton pap. apply

So Relle, Rupert Pitt
Teacher's manual, junior rational typewriting. 38p. S [c. '27] N. Y., Gregg Pub. Co. apply

Steele, Sidney
Green as grass; a rube talking act. 8p. S (Denison's vaudeville sketches) [c. '27] Chic., T. S. Denison pap. 25 c.

Torrence, Clayton, comp.
Winston of Virginia, and allied families. 491p. O '27 Richmond, Va., Whittet & Shepperson apply

Weida, Frank M.
The logarithmic slide-rule; a pamphlet to simplify instruction; ed. by Earle R. Hedrick. 7p. D '27 N. Y., Macmillan pap. 10 c.

Wiseman, Ada Potter

The call of the woods, and other poems. 71p. front. (por.) D '27 c. Los Angeles, Wetzel Pub. Co., 336 S. B'way $1.50

Wyld, Henry Cecil Kennedy

A short history of English; with a bibliography of recent books on the subject, and lists of texts and editions; 3rd ed. rev. and enl. 301p. O ['27] N. Y. Dutton $2.50

Yonge, Charlotte Mary

Unknown to history. 470p. il. (col. front.) O [c. '27] N. Y., Harper $2.50

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

America and French culture, 1750-1848. Jones, H. M. $5 *Univ. of N. C. Press*

American fruits. Fraser, S. $4.75 *Orange Judd Pub. Co.*

At the feet of Paul. Adcock, A. K. $3.50 *Standard Pub. Co.*

Ballads of all nations. Borrow, G. H. $5 *Knopf*

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Private Presses and the Books They Have Given Us

Will Ransom

IX

IN OUR TIME—Part I

The Ashendene, Pear-Tree, Cuala

WHAT goes up must come down, and after 1910 the vogue of the private press began to diminish. Active presses became fewer, productions appeared less often, and general interest decreased markedly. By the time of the Great War, which naturally put a stop to everything except necessities, only Doves, Cuala, and Ashendene were active, the latter only slightly. (Cuala ever followed its own path.) Ashendene discontinued entirely for the duration of the war, but Cobden-Sanderson's momentum prevailed until the end of 1916, which marks the end of the period inaugurated in the nineties. A new phase of the movement opened soon after with the first Beaumont book in September 1917, from which dates the group of the present.

Yet thru that period of inaction, not to say depression, four presses, tho temporarily quiet, preserved their being and continuity. They have already been mentioned: Ashendene, Pear Tree, Village and Cuala. The first three are so distinctly personal that they can hardly cease as long as their founders are active. The fourth, operating entirely on the distaff side, was able to continue more steadily than any other during the war and to maintain the economic principle upon which it was based. The Village Press having been reported already, the others shall be considered here.

Oldest and greatest of the private presses now operating, the Ashendene Press takes rank with Kelmscott and Doves in superb book making. In style and ideals it falls somewhere between those two. There is much of the richness of the Kelmscott tra-

> Et cosi sono tucti gli altri monasterij in ogni ordine depsa cipta, sia decto conpace dogniuno, piu tosto paiono chori dangeli che di donne. Et cosi tucti li altri mendicanti et monachi, equali sono nepresenti pericoli stati certissimi presidij della patria fiorentina; che lanno difesa et difenderanno da ogni externo et interno exitio. Amen. Laus deo·.·—
> Narra lauctore socto breuita Alcuni miracoli di s. chiara.
>
> NONMI pare da tacere alcuni miracoli della vergine chiara, amaggiore corroboratione della vita sua facti dopo la morte sua, et aconsolatione desuoi dilectj. Accioche ciascuno ne suoi pericoli inuocandola la truoui propitia; et Maxime narreremo quelli che da fedeli testimonij et scriptori ho inteso. Priego ciascuno non sia tardo alcredere, ne obstinato, che neghi emiracoli che dio opera per esuoi sancti per honorare esuoi dilecti. Dicente epsa infallibile verita: Si crediderítis, et vos facietis maiora quam ego feci.
>
> 67

Ashendene's "Vita di S. chiara," 1921

dition, tempered by a restraint and simplicity somewhat akin to that of the Doves books. It is customary to say that all private presses were "influenced by Morris" and there is sufficient truth in such a

generalization, but in the case of C. H. St. John Hornby it is no more than common fairness to consider him solely on his own performance.

He is quoted as saying that all three of these presses came into being primarily for the joy of turning out fine books and not for profit. In other words, the intent was only to do the best possible work, recover-

Printed in the month of December 1925 on the thirty-first anniversary of the founding of the Press. Since December 1894 the Press has been almost continually at work, except during the five years of the War & after, 1914—1919.

Shelley House, Chelsea, London, S.W.

Colophon of the 1925 *Ashendene Hand-List*

ing so much of the actual cost as might be. In spite of the apparently high charges for Ashendene books, which reached 105 guineas for the "Faerie Queene" on vellum, the printer is still something out of pocket. Fortunately, for him and even more for modern printing, Mr. Hornby is able to maintain his standards without fear of financial result. He is a partner in the great firm of W. H. Smith & Sons and serenely free from monetary restrictions. So personal a note is perhaps in questionable taste, yet it is necessary to emphasize the fact that no truly fine work can be produced except under economic freedom. A single glance at one of the later Ashendene books suffices for a realization that they were produced with only perfection in view, to be accomplished at whatever cost.

But complete freedom is only opportunity. Doing requires something more, such rare elements as ability and taste, energy and discrimination, vision and craftsmanship. Mr. Hornby has all of these and has devoted them to the same ideal that all other great printers have followed, the establishment of a practice which would "demonstrate how fine books could be produced to serve as models for the betterment of the more ordinary volumes published on commercial lines." He feels, and justly, that his Press, together with Kelmscott and Doves, has set up a certain standard which is gradually having a desirable effect on book printing generally, both in England and abroad. We who see the whole field of book production in perhaps a broader perspective know that to be true.

The Ashendene Press was mentioned but briefly among the nineties group in an earlier chapter, partly because this later notice was then intended and partly because it was one of the minor presses of that period. From 1894 to 1901 only thirteen books were printed, most of them in editions of fifty copies or less. "The first eleven books from the Press were printed for private circulation only amongst the friends of the Printer." All were produced at the family home, Ashendene in Hertfordshire. Two more, in 1900 and 1901, printed after the removal to Shelley House, Chelsea, complete the first period of the Press.

The first and third items of this early group were printed in Caslon types; for the rest various faces of the Fell types were secured from the Oxford University Press. It may be on account of those types, but the arrangement and printing of the books themselves have more of Dr. Daniel's manner than any trace of the alleged "Kelmscott influence." Probably the young man went at things very much in his own way, without undue regard for the work of other men; certainly he has never provided any basis for calling him an imitator of anybody.

The Press achieved adulthood in 1902, when the special type was secured. Based upon a font used by Sweynheym and Pannartz at Subiaco, best known now in their "Lactantius" of 1465, it was copied, or adapted, or designed, as one chooses, by Emery Walker and Sydney Cockerell and named the Subiaco type. While it has not the formal perfection of the Doves type and is more limited in possible uses, it is an

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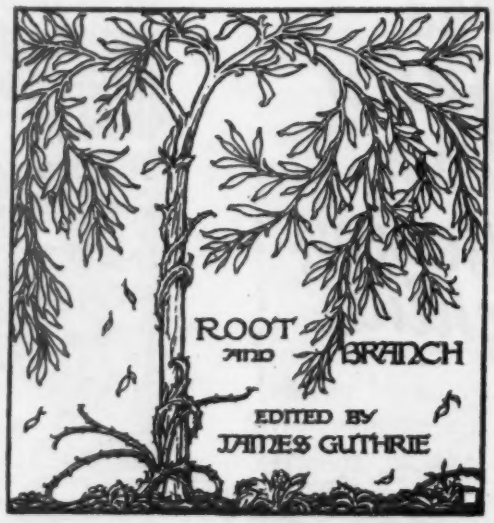
ideal private press letter, having individuality and great beauty. It is particularly appropriate for the great Italian classics of which Mr. Hornby has printed so many.

What need of opinion or discrimination among these three great Presses? To what purpose shall we say that Kelmscott or Doves or Ashendene was most important? The Ashendene "Faerie Queene" may well take its place beside the magnificent Chaucer and the immaculate Bible, with the "Morte D'Arthur" and the complete "Dante" added for good measure. Kelmscott and Doves have been—Ashendene is ours in our own time.

The Pear Tree Press, heretofore only casually mentioned, came into being in 1899, when James Guthrie was living in the Pear Tree Cottage at Ingrave, Essex. The succeeding two years found it at Shorne in Kent, whence it journeyed to Harting, Sussex, remaining there for six years. In 1907 it settled in its present happy surroundings at Flansham, Bognor, Sussex. "The inception of the Press was not due to Morris or particularly with the idea of doing 'fine printing' in the accepted sense." Mr. Guthrie's own words in this present year may be accepted as in true perspective. He further sums up his viewpoint: "The artist at the press is, before everything, an explorer. His true mission is to suggest and demonstrate, not ideas 30 years old, but new ideas, which may take our friend the fine printer (by easy methods) another 30 years to see the drift of!" Truth is, he is fundamentally a rare combination of idealist, theorist, and craftsman, artist rather than printer, experimenter more than book maker, wherein his work peculiarly fulfills one of the most fascinating and important functions of a private press.

The earliest Pear Tree equipment was the usual Caslon type and a small Albion press. But type was secondary, the press being used principally to print blocks for hand-coloring, destined for inclusion in *The Elf,* a small magazine printed elsewhere. The first real book projected and started, tho not finished until considerably later, was "Some Poems of E. A. Poe," with about twenty-four illustrations. At Harting, a profitable commission for a privately printed book made possible the accession of a practical printer, W. H. Broome, with whose help "three very decent books" were produced: "The Beatitudes," "Alexis, a Pastoral of Virgil," and "Midsummer Eve" by Gordon Bottomley. This last was "an attempt to do a 'pictorial' work in typography, in keeping with the theme of the poem." In this period there was also some printing for the Old Bourne Press, using the Myrtle type, designed by Mr. Broome, which has since been used in some Pear Tree volumes and finally been "sold to a student who thinks of starting a press." Mechanical equipment has been changed and exchanged, running thru small and large Albion, Stanhope, and plate presses (including the Kelmscott Chaucer Albion, otherwhere traced in its wanderings), the final selection being a large plate press and a Stanhope, "very sweet in action, which I love like a brother," together with a little Caslon and Garamond type.



A SHIP.

WE had been talking of ships,—Turner's, Coleridge's, Shelley's, Joseph Conrad's, ships,—and one man said: "I remember one which I should like to see painted, and I believe it could be. It was a half-delirious dream ship of dawn. . . . I had been tired out by watching at a sick bed which I then thought hopeless, and I could not sleep; neither was any book that I tried worth reading; so I went out after midnight. The silent streets seemed to have been dead a thousand years, and I was glad to be out of them, walking with the edge of a suburban common on one side and on the other the gardens of some old-fashioned houses now demolished.

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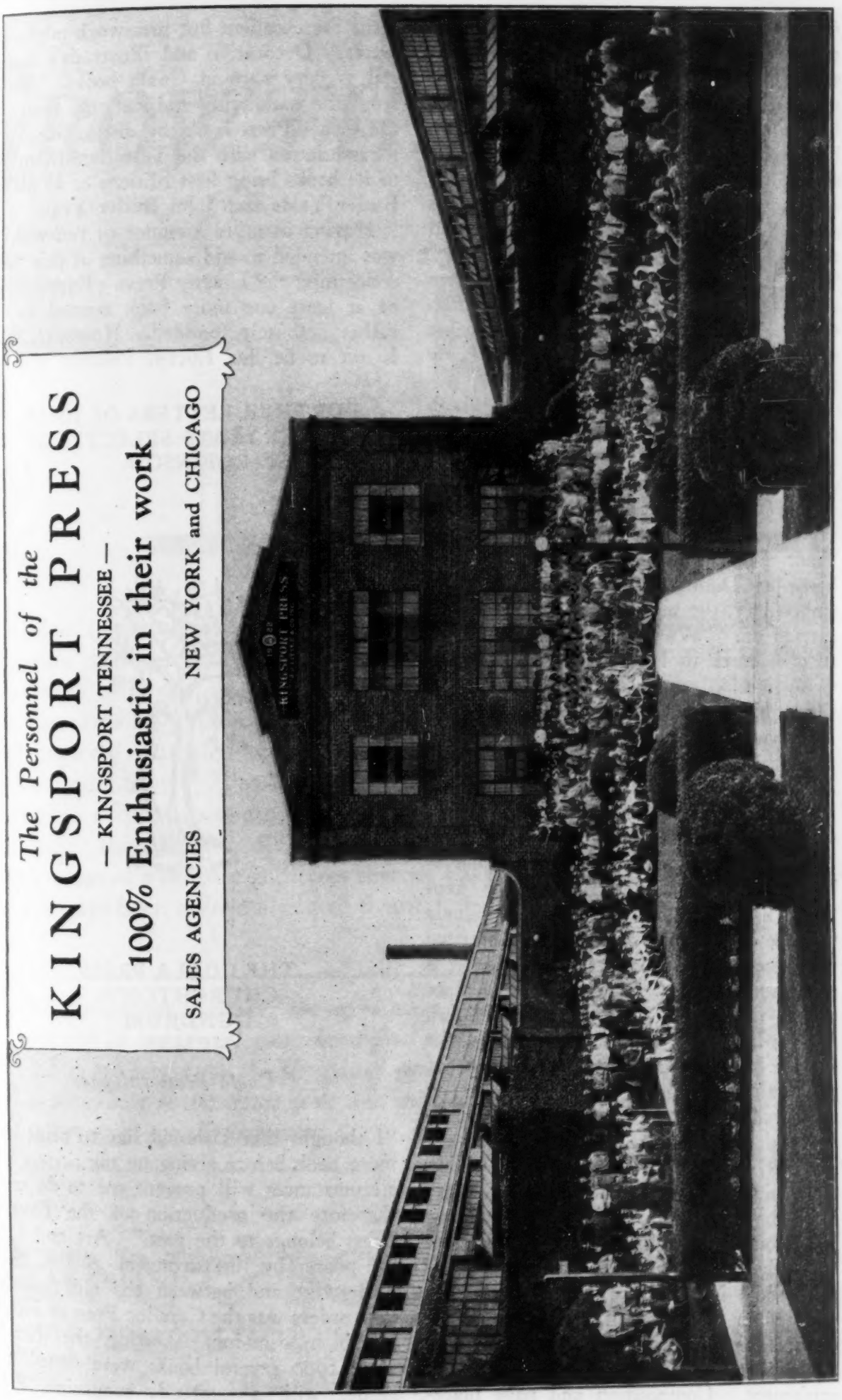
A Pear Tree page

But James Guthrie's most interesting contribution to the graphic arts, aside from his spirit of pioneering, is his development of intaglio plate printing in color and his use of that method in book production. He is a typographer of vision and accomplishment, but particularly notable as an etcher in his own inimitable manner, where text and decorative illustration are drawn in harmony upon one plate. He is an artist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first and always, a theorist by temperament, a craftsman in practice, and certainly a seeker for new media and methods. How much of his work is peculiarly personal and how much can be learned and carried on by others can only appear in due time. His sons, Stuart, Robin, and John, have worked successfully in the same manner. No less an authority than Joseph Pennell has said that Mr. Guthrie has "done the trick." The Pear Tree Press is not so well known as it should be, partly because of Mr. Guthrie's modesty and somewhat because much of his work is difficult to show fairly in reproduction.

Of the other Press which compasses both periods, the tale is simpler. Continuing from 1903 and still happily following a serene course, the Cuala Press has a distinctly national placement, being Irish in every respect. At first it was the Dun Emer Press, named for Miss Gleeson's home in Dundrum, near Dublin, where embroidery, rug making, and printing were carried on. "We simply started the Press to give work to Irish girls and to enable us to live in Ireland doing good work," is the explanation given by Elizabeth C. Yeats, who has directed the printing work from the first. A simple statement, quite in keeping with the unostentatious typography of the books.

In 1908 the Press was moved to a cottage "nearer home" and the name had to be changed because Miss Gleeson kept "Dun Emer" for her rug making. "Cuala was the name we pitched on. It is written the same in English and in Irish, and it is short and good. I think it is just a place name—the name of the Barony of South Dublin and North Wicklow, where the cottage was, and also the name of one of the five famous roads that led to Tara (on this road our cottage was)." One more removal and they are now in "a nice old house in Dublin," where one room, "luckily a fair sized one," serves for embroidery, painted wood, and printing. The working force consists of eight girls beside Elizabeth and Lily Yeats—"we had twelve but some married." Miss Ryan, the first worker engaged in 1903, is still there.

An Albion press, Caslon type, and paper made in Ireland (not hand-made) is all the equipment. Composition and page placement are excellent but presswork might be better. Decorative and illustrative material is very rare in Cuala books. Aside from the handicraft and national motives, the Cuala Press is chiefly distinguished by its association with the Yeats family, many of its books being first editions of William Butler Yeats and John Butler Yeats.

Having in mind a rumor of renewal, it was intended to add something at this time concerning the Eragny Press. Expectation of at least one more book seemed to be rather definitely founded. However, that is not to be, for Lucien Pissarro writes:

FURTHER LETTERS OF JOHN BUTLER YEATS: SELECTED BY LENNOX ROBINSON.

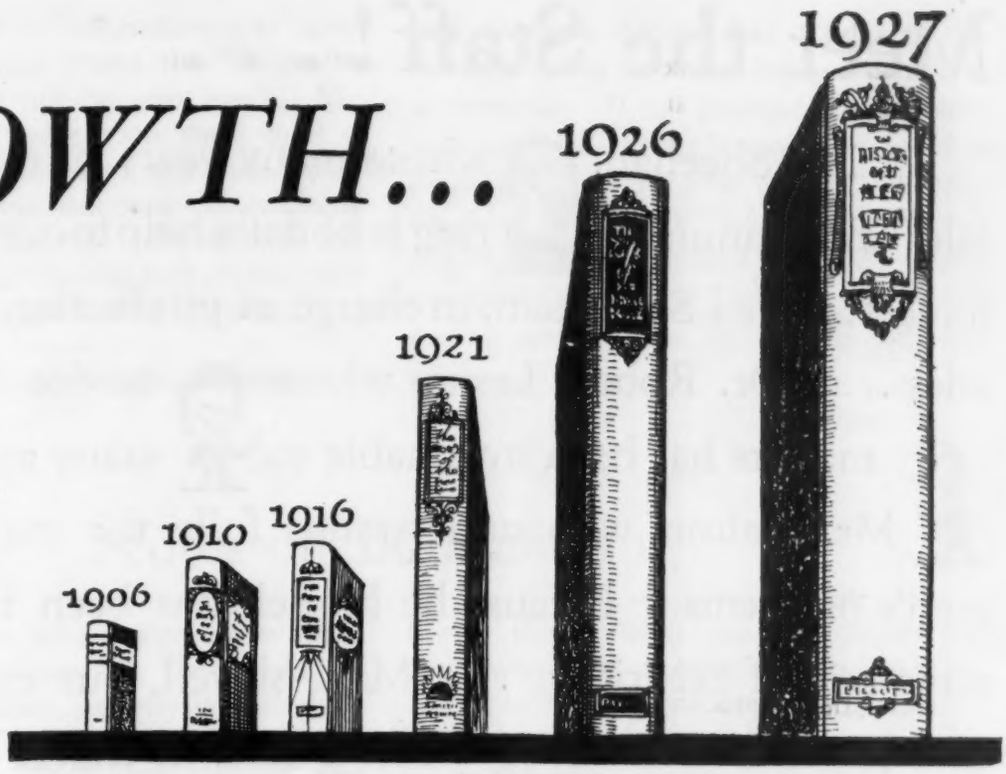
THE CUALA PRESS
CHURCHTOWN
DUNDRUM
MCMXX

A Cuala Press titlepage

"I thought that I should like to print one more book before giving up my press—but circumstances will prevent me to do so—therefore the production of the Eragny Press belongs to the past." Art and Life are poorer by just so much.

Betwixt and between the old and the new orders was the Caradoc Press of H. G. Webb in London. During the decade after 1900 several books were issued, together with a quarterly magazine, *The*

GROWTH...



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Space ceases and the tale of our time is only half told. So the rest of the story will come in the succeeding chapter.

NOTE.—*The statement in Chapter VII that Rudyard Kipling had a press for his son Jack when they were living in Vermont is erroneous. It was inserted in good faith, in accordance with information assumed to be accurate. I am now advised, however, by Mrs. Livingston, whose authority on Kipling matters cannot be questioned, that no such press ever exised, the report having grown from an entirely different affair.—W. R.*

Notes on Bookmaking

THE person who designed the New Century edition of the works of William Blake recently published by the Nonesuch Press and Random House Inc. obviously believed that the best size for a book is the size which may be handled most conveniently, so long as the material can be made to fit into it comfortably. The eleven hundred odd pages of the volume are printed on India paper and the entire thickness of the book (including binding) is about an inch and an eighth. Much of the contents is poetry, which must be set either on a small page or in abnormally large type in order to avoid too wide margins. The page size of the Blake is 4⅝ x 7⅝, a convenient size for handling, a size which will even go into a fairly wide coat pocket, for train reading. All of Blake in your pocket! Or all of Blake in one hand in bed, while your other one knocks the ashes off the end of your cigarette! Here is a book made for the reader.

And the pleasant modesty of it! A smooth, blue, cloth cover, undecorated, the backbone only stamped with title and the name of the publisher, all covered with a plain white dust wrapper, the single word "Blake" printed in outline capitals in blue on the backbone; the lovely Random House trademark in the same blue at the lower right hand corner of the front cover. Not a word about any other book; not a word about this book, save the single word "Blake" (as if in that one word were all the magic of the thwarted, beauty-making life of this unhappy wizard, and writing more would be to paint the lily). What more can be said with profit?

Inside there is ornamentation on the title page and the division headings, a light, fantastic motif. Elsewhere there is only type: the words of Blake, which, you may observe, the book was printed to convey.

That is the Blake: as fine a piece of bookmaking as I have seen this year.

Here is a nice balance between elegance and dignity in a recent Macy-Masius book, "The Horned Shepherd" by Edgar Jepson with black woodcuts by Wilfred Jones. It has a slipcase (into which the book fits), black, with a gold label on which is printed a black woodcut. The cover is of black cloth, stamped in gold, with the woodcut of the label beautifully blindstamped under the title. The endpapers are black with the woodcut repeated in gold ink (the one you were introduced to on the gold label of the slipcase—you like it better every time you see it—and another facing it—man and woman facing each other, the man playing a pipe, the woman looking demure—desire and modesty, which is what the book is all about). Already you begin to feel the spirit of the author's words. When you get into the text, decoration is confined to a restrained woodcut headband and initial and modest little dingbats at each side of the folios. On the pages which carry the beautiful full-page woodcuts there is noth-

ing else at all save legends in italics, and the backs of these pages are blank.

Color in Book Jackets

While color in book jackets has been growing stronger and stronger, unexpectedly we find that university press bookmaking is bringing almost a crisis in jackets. The University of North Carolina Press has carried reds to their farthest extreme in the jacket on "America and the French Culture," adding blue and white for good measure, and Princeton University Press has reached out to the ultimate orange for the jackets on its new books, in both cases the volume inside being soberly suitable to the books themselves. The book from North Carolina has been printed by the Seaman Press, Durham, N. C. Real credit is due to the type and titlepages and the flexibility of the binding.

Paper-bound Books

Experimentation is occasionally seen in the field of paper-bound books. The *New Republic Series* has been especially successful because of the care taken in the selection of papers and in the layout of the cover. The two latest volumes are "The Russian Land" by Albert Rhys Williams and "Parents on Probation" by Miriam Van Waters. The former title, manufactured by Quinn & Boden is the really successful one as far as bookmaking goes. Still another experiment leaves the *New Republic* far behind in colorfulness of cover papers. The Student Volunteer Movement has published a series of paper-covered volumes on *Christian Voices Around the World,* gorgeously bound in Chinese yellow, bright orange, green, blue, etc. The missionary movement seems to have adopted the bright colors of the Far East in putting its story into print.

Brighter Library Bindings

A still further suggestion that the use of color in the field of books has not yet ceased to be a place of active experimentation is the news that thousands of volumes in the circulating branches of the New York Public Library are to shed their time honored dull colors and blossom out in bright new bindings. After a year of experimenting in two branches, the librarians have discovered what the booktrade long knew, that the public prefer their reading matter in bright covers, and some thirty new cover materials have been selected to replace the old dull browns, blues and greens. The purpose is to increase the public's pleasure in its reading, for the experiment proved that the same books in bright bindings were in much greater demand and the diversity in color adds to the attractiveness of the whole library.

Maps as Book Decorations

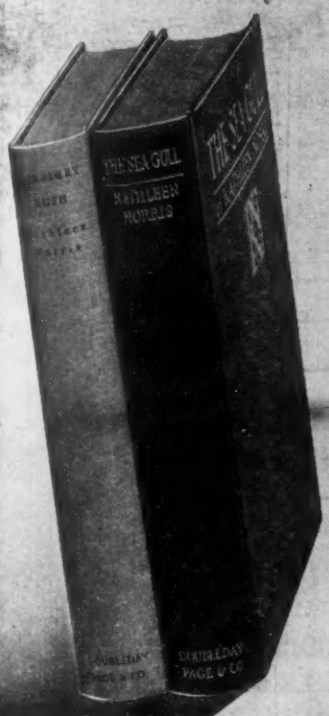
Maps are steadily earning a place in the field of book decoration, and lately as lining papers. Libraries protest this innovation, as the map is lost when a book is rebound. At the same time, it is an ideal place for the reader to find the map, for, whatever part of the book he is in, he can turn quickly to the front and back and find the map. The most recent book that suggests this idea is "Mostly Mississippi" by Harold S. Speakman, with drawings by Russell Speakman and the author. The book shows real care in manufacture, and has been produced for Dodd, Mead by the Vail-Ballou Press.

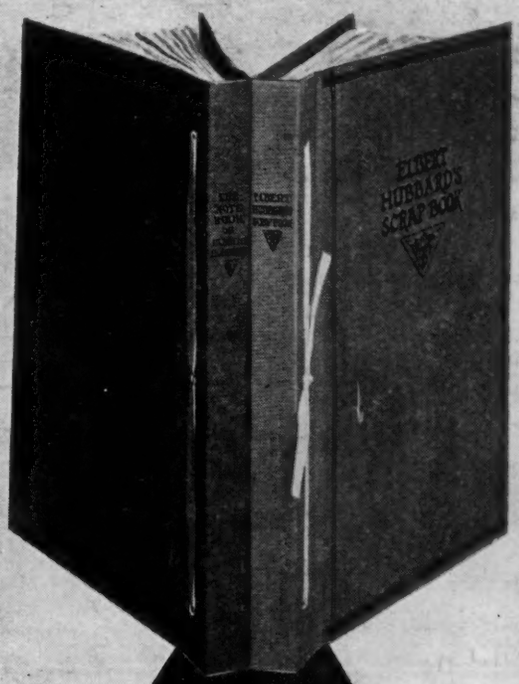
A 1928 Arrival

The 1928 arrivals bring to hand "Gritny People" by R. Emmett Kennedy, with designs and decorations by Edward L. Tinker. The book has experimented with large initials, and the decorative type successfully fits the style of the book. Soft finish paper, however, seems to interfere with the evenness of the color of the pages.

A Twelve Volume Set

To launch a long series of books always requires special care on the part of the publisher, because he will have to live with that format thru the whole series. Such a problem has been faced successfully by the Macmillan Company in a twelve volume "History of American Life" by Arthur M. Schlesinger and Dixon Ryan Fox of Columbia. Here is a retelling of the story of America, printed on so attractive a page that the layman will find it much to his liking. The volumes have dignified blue binding and specially attractive end papers.





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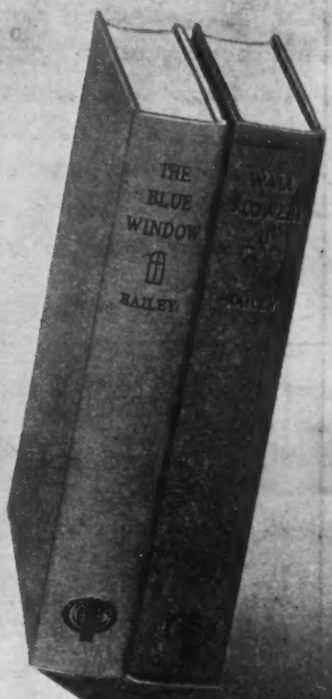

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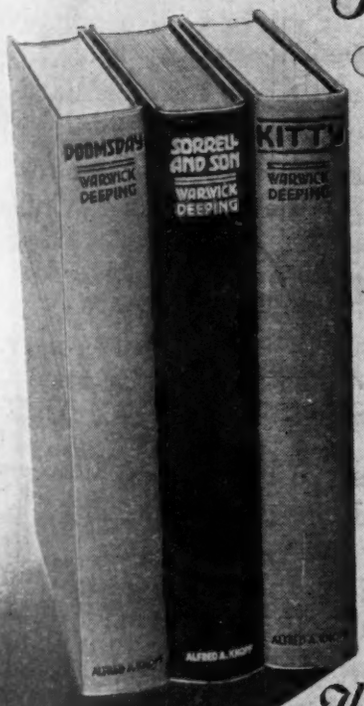
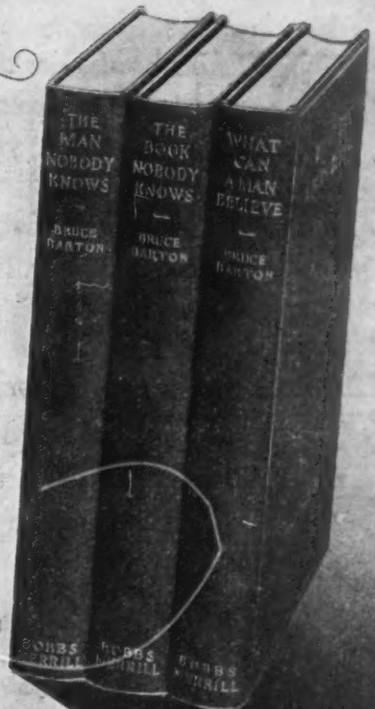


ALFRED A. KNOPF

Success is consistent. On any list of "best sellers" certain publishers are always represented. The mere announcement of new books by certain authors automatically insures a place for them among the Leaders. The books illustrated are convincing evidence that

"Nothing Succeeds like Success."

It is more than a coincidence that just as the books of certain publishers and authors are accorded immediate recognition—so are successful books usually bound in Holliston Book Cloth.



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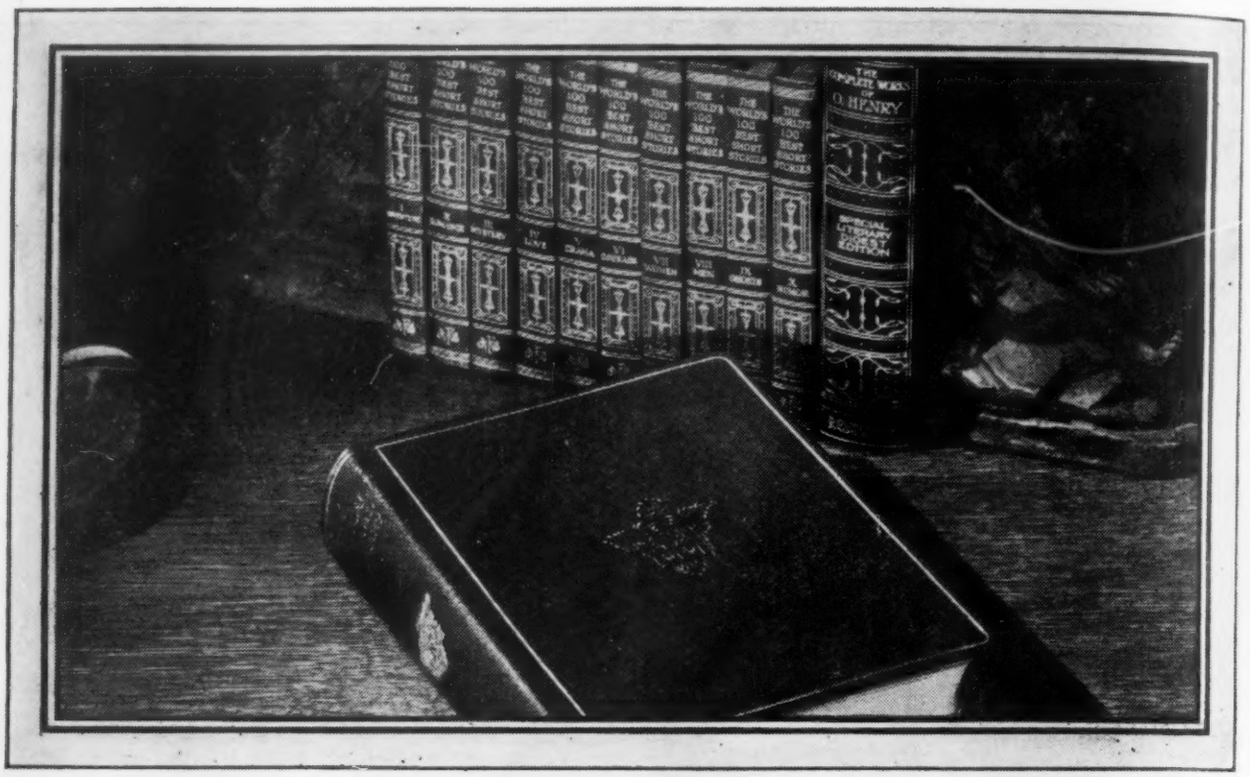

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MAKES COVERS SAY "ATTENTION"

On Old Style and Modern Types

Oswald Cooper
Designer of the "Cooper" Types

OLD style type may be distinguished from modern type by the shapes of the serifs in certain lower case letters.

A serif is the finishing stroke projecting from the stem of a letter. Sometimes it is called a "spur," a term not used by the initiated.

Old style type is founded on the lettering of scribes working with broad pens. Drawn with a broad pen, some serifs took on a wedge shape, and these serifs persist today in lower case characters b, d, h, i, j, k, l, m, n, p, s, and z.

Modern type is founded on the letters of intaglio engravers working in metal. The serifs made by sharp tools cutting a copper plate are thin and straight, and these serifs may be seen in the same characters that serve to mark old style—lower case characters, b, d, h, i, j, k, l, m, n, p, s and z.

Such other differences as exist between old style and modern do not materially affect the appearance of a page. They are shown in the front of this booklet, but readers are advised not to be confused by them. Even if one can remember only that b, d, and h are old style when the top serifs are oblique, and modern when they are horizontal, he will have the meat of the subject.

Modern types do not necessarily have strong contrast between the thin strokes and the thick. And whether the serifs are braced, as in Scotch Roman, or unbraced, as in Bodoni, is beside the point.

This cut shows the old style and modern type side by side

Type designers do not always feel obliged to make their fonts fit exactly into one group or the other. Century Expanded is not quite a pure modern; and Cheltenham, which has always been called "old style," has numerous modern characteristics.

The term "antique" implies a sturdy, monotone letter like Bookman, but it is not otherwise descriptive, for antique may be either old style or modern.

Old style and modern type should not be used in the same job. Nobody wants a Colonial doorway on a Spanish house, and nobody should use Caslon and Bodoni together.

Most type faces used in advertising are old style. However, at the time this booklet is printed Bodoni is coming into wide use in revivals of the typographic styles of the 1850 period.

"Modern" as it is applied to type is not synonymous with "modernistic," altho it happens that the modernists, so-called, have made much use of modern types.

The modernistic styles now crowding in will not easily be classified. Neither fish, flesh nor fowl, their use with other types will have to be dictated by personal taste.

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Mr. Cooper's paper on old style and modern types is reprinted here with the permission of Bertsch & Cooper, of Chicago. It originally appeared as a very attractive, tiny volume, bound in light blue-green covers. In a postscript to that volume Mr. Cooper stated that Henry Lewis Bullen was probably the first to state simply the main points of this article.

Twenty-five Years in Bookmaking

AMERICAN booklovers and book collectors have become familiar with a series of small green volumes which have been issuing year by year from the great Chicago plant of R. R. Donnelley & Sons Co. a series sent out each Christmas since 1893 with the season's wishes of the firm but so welcome in what they reprinted and so admirable in format that they have become watched for items on the shelves of dealers in Americana. Because the reissue of Manly's "Death Valley in 1849" marks the 25th anniversary of this series the volume carries a publisher's foreword which is worth reprinting for its general trade interest.

"The purpose of the series cannot be better expressed than by quoting from its Publishers' Preface in the first volume:

" 'This little volume goes forth as a modest protest against the present craze for so-called "Editions de Luxe"—books printed in unreadable type, on hand-made paper, on hand presses, and sold at prices prohibitory to all except the rich. Such books may have their places in the collection of the dilettante, or on the shelves of those who affect a love for fine books, and thus attempt to convey an impression of literary culture. But to fulfill its grand mission of giving and preserving to the world the great thoughts of men, a book must be within reach of that world. To return in the name of art to the costly and elaborate antique methods of performing by hand what can be cheaply and better performed by machines seems a crime against progress.

" 'In opposition to these attempts, this volume stands for the machine-made book. Its paper, its typesetting, its presswork, and its binding all are the product of the very latest labor-saving machines. It aims to be readable rather than eccentric, plain rather

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than decorative, tasteful rather than unique, useful rather than useless; withal, to hold to the essence of the art of the old masters of bookmaking, and not to copy the mechanical shortcomings which they themselves strove so hard to overcome.'

"During these twenty-five years the fashion in fine bookmaking has greatly changed. Great artists like Bruce Rogers, D. B. Updike and many others have produced books worthy of any master, and they have not feared to use modern machinery wherever this machinery has not deteriorated or has improved the beauty of the finished product. The typesetting machine and the power press are often their tools. Nor do they require some grotesque, unreadable, black face of type for their effects, but prefer types designed by artists who, after wide study, have produced special faces, inspired by the old masters of bookmaking, but which are legible and have a living beauty of their own. Perhaps only two criticisms still lie against these limited editions de luxe. First, their size is often unfit for comfortable reading or for the usual book shelf, and, second, the subject matter is often some piece of literature that has been reprinted *ad nauseam,* or is something that is not worth reading at all.

"The influence of these present-day designers has extended to the books of the commercial publisher. The modern designer creates beauty not by the use of the unusual, but by the use of simple types skilfully composed and by the fitness of his materials, upon which all progress in the industrial arts must depend. Publishers are beginning to present to the public novels, memoirs and the like that are as carefully designed and executed as limited editions produced only for the book collector, and at a price which is little more than that asked for a carelessly made book."

Having rounded out a series of twenty-five volumes, the publishers are now faced with the quandary in what form to continue these Christmas remembrances. They confess that they are attached to the present format thru sentiment, and still believe that it represents what it was intended to do—a high standard of workaday bookmaking. Whether this format shall be continued or whether each year's publica-

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tion shall represent the current fashion in more elaborate books is a problem that will be settled in time for the next issue. The old friends of The Lakeside Press will be interested in its solution.

American Historical Prints on View in New York

THOSE who have been in touch with the increased demand for early historical prints of American scenes will find especial interest in the unusual display now on view at the New York Public Library in the main corridor of the third floor. The period covered begins with the first-known view of the Western Hemisphere, a crude German wood-cut, depicting a cannibalistic scene on the East coast of South America and ends with a lithograph showing the embryo town of San Francisco in 1849. As far as possible, the views and maps are arranged in chronological order.

In the Bulletin of the Library of December 27th there is a detailed description of each of the two hundred and forty-four prints, the publisher, size and character of engraving and other valuable details. This Bulletin will form a useful reference tool for dealers and collectors in this field.

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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE New Year finds the old problem, What does the book collecting world want, and where is the stock to be found? facing the antiquarian booktrade, of the Old World and the New, more complex and more difficult of solution than ever before. The end of the war brought with it a flood of rarities which has now subsided. Much attention is now being given to modern first editions and finely printed books, but this material, tho satisfying many new collectors, leaves a large and exacting group to be provided for. Collectors who specialize in illuminated manuscripts, incunabula, early printing, first editions of the great English authors and masterpieces, Americana, author's manuscripts and literary and historical autograph letters are more numerous than ever before, and to their number must be added many libraries, with special funds, which are rounding out collections in which the general public seems to take a greater interest every year. The scarcity and high prices which such material is now bringing apparently only adds to the interest in book hunting, and actually has attracted a new group of collectors, with more money and greater determination, than any age has ever seen before. The late George D. Smith saw this condition coming, but died too early to take full advantage of his foresight. Dr. Rosenbach's career as a bookseller came at just the right time, and he has had the foresight, nerve and resources, to take advantage of his great opportunity, and will undoubtedly outrank all booksellers who have preceded him. No dealer has ever loved books more, taken a greater interest in the hunt, been quicker to take advantage of an opportunity, or conserved his stock more carefully or treated it with greater respect. His example is worth careful study. The rare books are not yet all in the great public and university libraries, or immediately on their way there. The prevailing high prices are serving as a magnet in drawing new consignments into the market. There will still be great opportunities. The year 1928 sees more collectors, with greater intelligence, determination and resources than ever before. It requires great and peculiar talents to serve them. But those qualified will find the service not only profitable, but fascinatingly interesting. The rare book trade never stood on such a high plane before, or required so many resources, natural and acquired, for success. There is great satisfaction in being successful under such conditions.

THE auction sales, after the usual holiday rest, will be quickly resumed, altho details as to what we may expect are still lacking. Before this issue has been published the first sale of the new year at the American Art Galleries will have been held, and the fine collection of colored plate books owned by the late Edmund C. Converse, of Greenwich, Conn., and selections from a private collection owned in Hampshire, England, will have been dispersed. This sale contained some very interesting and rare material and high prices are sure to be realized. On January 10, Elizabethan and later literature, constituting Part I of the library of S. N. Levy of this city will be sold. This collection of 194 lots includes some very rare books, such as Marlowe's "The Famous Tragedy of the Rich Jew of Malta," London, 1633, the superlatively rare first edition, probably unique in the uncut state found here, with the genuine blank leaf "A" and in very fine condition thruout; Painter's "Palace of Pleasure," etc., 2 vols., small 4to, levant by

Rivière, London, 1566-67, first editions of a Shakespearean source book of great rarity; Spenser's "Colin Clouts Come Home Againe," small 4to, levant by Rivière, London, 1595, fine copy of the first edition, said to be the largest ever offered for sale. On January 13 a small group of rarities on the American Indian, association items, almanacs, early printing, Lincolniana and dramatic items will be sold at the Walpole Galleries. It is expected that with this opening the auction rooms will be busy until early June, and some very important collections sold.

WE have received a copy of the December *Lehigh Alumni Bulletin* containing an interesting illustrated article, "The Treasures of Lehigh's Library." The first director of the library, Dr. William Chandler, evidently had a taste for interesting and unusual books and labored to give Lehigh a library of unusual interest. Accordingly he bought in all fields of knowledge, apparently always keeping in mind the idea that the library should be a great library, not only serving its immediate clientele, but should be one to which scholars outside of the university would be attracted because of the richness of its collections. During the first ten years 60,000 carefully selected volumes were gathered. The auction rooms and booksellers' catalogs were the source of many of these books. Lists of desiderata were sent to the leading booksellers in Europe and America. Among the interesting volumes acquired, the six Folios of Shakespeare stand preeminent, but for its size and age it has already a notable collection of incunabula, early printing, first editions, as well as scientific and technical books. This beginning forms what might be called the foundation of a great library and apparently the effort will soon be made to give the university a library building.

THE Walden bookshops occupied exhibition rooms in the City Club, Chicago, for a display of rare books during the last two weeks of November. The exhibit, which commanded widespread interest, included Dickens items and a number of association and autograph copies of modern writers.

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Trout Fly Fishing in America. C. Z. Southard.

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LeSage. Anything. Describe fully.
Turner. Pioneer Hist. of Holland Purchase.

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Holy Spirit, Then and Now. E. H. Johnson.

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Charles Carrington. Any Paris eds. Please quote.

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Arizona Laws. 1871.
Dist. of Col. Codes. 1901; 1903; 1910.
Georgia. Code Supplement. Harris. 1878; Supp. of Park's Code. 1926.
Ills. Notes on Constitution and Statutes. Manier & Newell. 1907.
La. Wolf's Code of Practice. 2nd ed. 1902; Marr's Revised Code. 3 vols. and Supp. 1915-25.
Md. Owen's Key to Code. 1890; Md. Code. 1903. 2 vols.
Mass. Acts and Resolves. 1800-1805, inc.; Tucker's Manual of Constitution and Statutes. 1894.
Neb. Supp. to Cobby's Statutes. 1905; Brown's Compiled Statutes. 1905 and 1911.
N. J. Abridgment of Statutes. Honeyman. 1878; Index to Laws. 1903.
New Mex. Deavenport's Rev. Statutes. 1856; Code of Civil Procedure. 1897.
New York. Cahill's Consolidated Laws. 1923; Supplement.
Oklahoma. Statutes of Neb. extending over the Territory. G. A. Brown. 1890.

W. H. ANDERSON—*Continued*

Oregon. Special Laws of Jan., 1901; Jan., 1903; Dec., 1903.
Utah. Session Laws. 1853; 1858; 1859; 1860; 1863; 1864.
Va. Michie's Code. 1924; Supp., 1926.
West Va. Barnes' Code. 2nd ed. 1918; Ann. Constitution. W. M. Justis. 1905.
Dallas. U. S. Sup. Ct. Repts. Vol. 4. 1st ed. 1807.
Peters. U. S. Sup. Ct. Repts. Vol. 17. 1843.
Martin. La. Term Repts. Vol. 12. 1823.
New York Court of Claims Reports. Vols. 1-13, inc. 1898-1910.
Philippine Sup. Ct. Reports. Vol. 2. 1905.
Robard. Dec. of Sup. Ct. of Tex. on the Habeas Corpus Act. 1865.
Goodenow. Historical Sketch of Am. Jurisprudence. 1819.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER

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J. A. HOLDEN, *Secretary.*

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